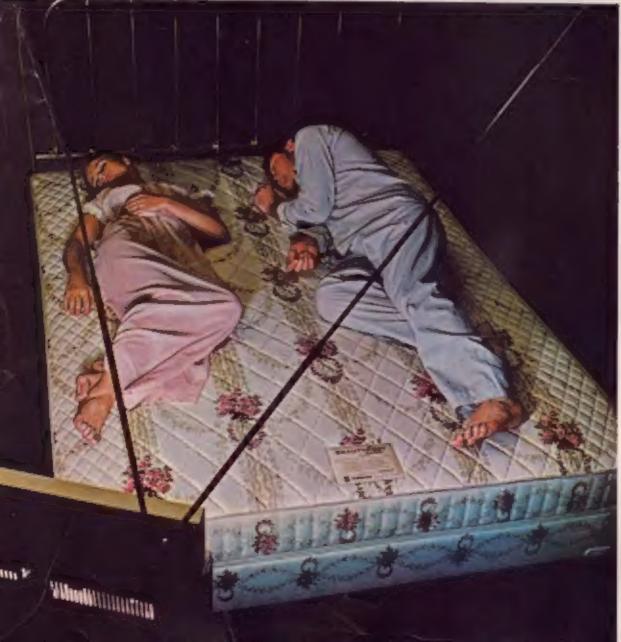


'In Cold Blood' is filmed on scene of the crime

## NIGHTMARE



## Three weeks ago the Joneses gave up the late show



## They bought a new Queen-size Beauty rest Supreme

Comedians, weather repeated to haven't a chance against the better-than-ever Beauty gives 20% more stretches and it, old-fashioned k and Beauty half the story.

Between you and farmers Because & Simmons has placed a cushioning called Services. Simmons itself to your body — cradles you over the Grantes below hike floating on air!

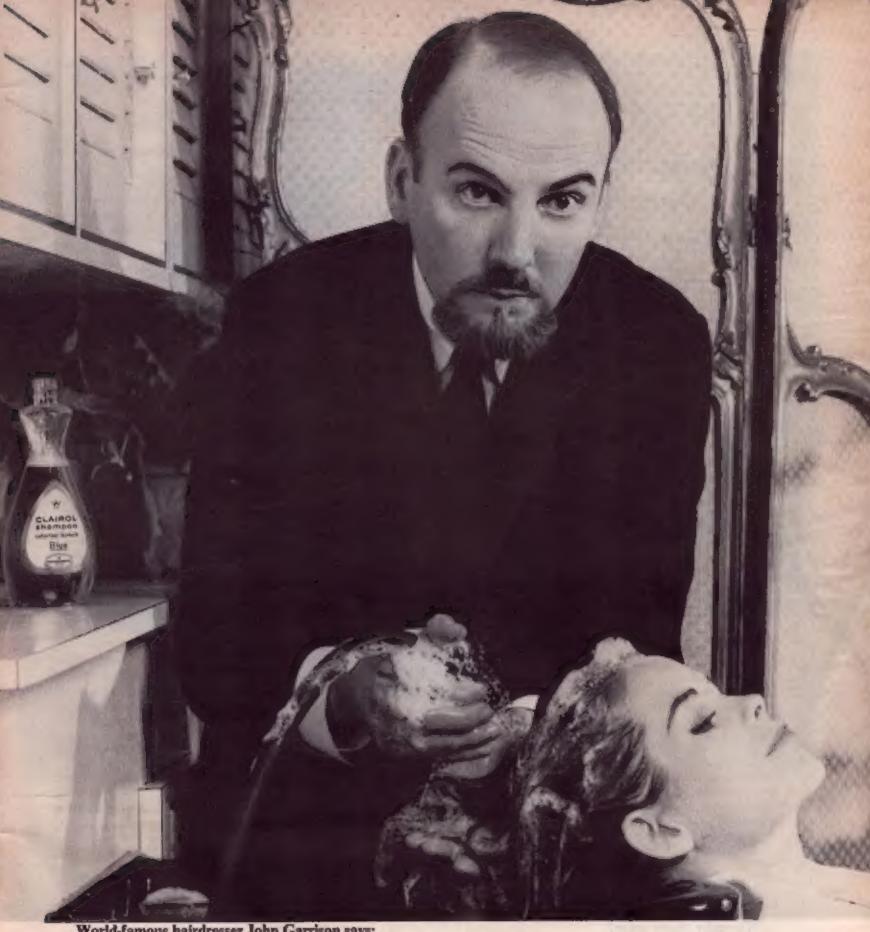
But the big difference in the comfort still comes have its construction. Other matter tied together so they has do not be to support the common tied together so they have do not be to support to the common tied. All free to be support to the common tied to the

More news. Now, every bestudial Beautyrest cover has exclusive San Seal\* protection against grow is of germs, mildew and odor.

The Queen size Beautyrest Supreme set costs only \$238.50\* (mattress and box spring). Other Beautyrests as low as \$79.50\* In your choice of regular firm or extra firm models.

Pree: "How to Buy a Mattress" bookiet. Write Simmons Co., Merchandise Mart, Chicago, Illinois 60654.

## BEAUTYREST BY SIMMONS



World-famous hairdresser John Garrison says:

## "Use an ordinary shampoo on hair color? Not in my salon!"

## Ask your own hairdresser

"Ordinary shampoos could fade the shade, spoil the delicate color... and that's looking for trouble!" says John Garnson, "Get special Clairo! Shampoo. It's colorlast. Won't change hair color. What's more, it's gentle. Leaves hair really clean, but won't wash natural shine out."

Two unique formulas: Clairol Blue for all blonds shades. Clairol Green for all red, brown, black shades.

Clairol Shampoo, the colorfast formula won't change hair color.





## If you need competitive bids to get your car fixed...maybe you need a new insurance company

MIC thinks it's a waste of your time to get competitive bids. We think it's bad enough your car is damaged. Why make things worse?

Why make things worse?

So we simplify. When you have a claim, you just take your car to any Chevrolet or Pontiac dealer.

Or a Buick, Olds or Cadillac dealer. Or any reliable repair shop.

That's all you do—and Motors Insurance Corporation arranges the repairs. Saves you time and trouble.

Service like this doesn't cost you a penny extra. MIC's rates are

competitive.

And you can buy our insurance from over 10,000 licensed insurance agents at General Motors dealers in the U.S. and Canada."

Stop in and find out: insurance can be convenient.

Avairable only on top patchesses in Mann. Mich. Chiq. N.Y., Chiq. and Guedec.





B-20

**B31** 

57

98

MILE.

119

## EDITORS' NOTE

## CONTENTS

Beltselete	4
The right to arrawer discent	

When city bites newspaper, that's news

Book: A Man Called Lucy by Pierre Accord and Pierre Quet, reviewed by H. Montgomery Hyde Movie: Two for the Road with Audrey Hepburn and Albert Finney, reviewed by Richard Schickel Great Society: highway beautification program,

reviewed by Lawrence S. Half

Latiers to the Editors 32.

## THE WEER'S NEWS AND PEAYURES

## Roar of the Vehicular Revolution The wild shapes and functions of a new generation of conveyances simed at moving people faster. cheaper and in larger numbers. Photographed by John Dominis. Mass transit vs. more highways.

By Chris Walles

On the Hawstronts of the World King on display, ex-premier under errest and May

Day penorama in Moscow. After \$16 years, a plump little Dutch prince

45× More at home with the have-nots. By Hugh Sidey

Barry Zorthian, America's on-the-scene explainer of the war in Vietnem

Out of slums into "instant homes" in 48 hours

The World's Great Food Markets

Around the globe from wurst in Bayeria to bresdiruit in Bangkak. Photographed by Gordon Parks. Departed glory of Les Halles. By Janet Flanner

Pro soccer's bumpy, multilinguel U.S. kickoff

A Nightmare Lived Again With serie reality, Trumen Capote's in Cold Blood

is filmed at the scene of the murders. Actors and townspeople fell squirrely. By Jane Howard

Oldest paintings in the Americas on the walls of

a pave in Mexico.

The Individual Part IV

## **Toward a Communal Society**

A way must be found to preserve the individual's values and to plan our goals as we work out a new social shape. By Daniel Bell

125

Nureyey and Ponteyn dence in the sensation of the season. Paradise Lost. Now an arrogent idol builds his legend. By Clive Barnes

134 milesofieny

O 1967 TEME INC. ALL RIGHTS RESERVED REPRODUCTION IN WHOLE ON PART WITHOUT WRITTEN PERMISSION IS STRICTLY PROMISETED.

COVIE STEVE SCHAPIRS S-LEE BALLEMAN ON FRATUME 44, 45 NOVOS CAMPION 48, 464 NOVOS CAMPION 48, 464 NOVOS CAMPION AND ALLE STALL PRINCE CLAUS OF THE UTILISES AND A PART OF THE UTILISES AND APPRIATE APPRI

## The Intellectuals' Intellectual

The article on the Communal Society on page 112 is the work of Daniel Bell, who was an editor on Fourtwe magazine for 10 years. When he quit in 1958, Henry Luce asked Bell for one good reason why he was leaving. "I gave him four," recalls Bell, "June, July, August and September." He was leaving journalism to become a foll-time professor and have his summers free to think and to write.

Bell has done both with such success that he has come to be regarded as the intellectuals' intellectual, Hedley Donovan, Editor-in-Chief of Time Inc., was so impressed by the breadth and variety of Bell's talents that he once remarked: "If Bell were a corporation, there would have to be an antitrust action to break him up." In

the last 15 years Bell has written six books -The End of Ideology and The Radjord Right are two-and scores of magazine are ticles. He is now head of the sociology department at Columbia College as well as chairman of the American Academy of Arts and Sciences' Commission for the Year 2000, a group of 28 intellectuals who are trying to anticipate what life will be like at the turn of the century.

He was born in 1919 of Polish-Jewish immigrant parents. He spoke only Yiddish until he was 6, but then he learned English and by the time he was II he was reading three or four Frank Merriwells or Tom Swifts a day. Two years later his consumption was the same, but his tastes had switched to Karl Marx and John Stuart Mill. He joined



DANIEL HELL

the Young People's Socialist League, but refused to team up with the Communists when a faction of the Socialist party did. He becameand remains-"a socialist with a small "s."" He graduated from high school at 16, carned his bachelor's degree in three years, joined the stuff of The New Leader at 21 and the next year became the mugazine's managing editor.

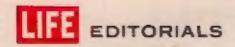
Bell is 48 now and has two children who seem to have inherited his academic bent. Jurdy, 22, is at Columbia working on her Ph.D. in Renaissance history, one of the few subjects on which her father built an expert, "She shows a touch of the rebellious spirit." says Hell, "trying to find a topic on which her father can't give her a bibliography." His five-year-old son David wants to be a marine biologist-after be's had a short cureer as a professional basehall player.

Bell is not the ivory tower type and be enjoys builting some of his colleagues who are. He savents social sciences with gobbledygook names like "neuro-coriology, the study of eumorphic behavior unmediated by cognitive or conscious processes," and laughs when they take them seriously. He describes another of his bobbies this way?

'Cooking is the perfect moral act, complete free will. You can put in as many heebs as you like. But in order to know what you've got, you must taste the consequences. And, too, there is that ambiguity, that potential for evil, because often there's someone without free will who must taste the consequences, too."

Bell has been on loan to the University of Chicago this year. When school ends, he'll take his family to Martha's Vineyard to begin to enjoy those "four good reasons."

> George P. Hant GRUNGE P. HUNT, Managing Editor



## The Right To Answer Dissent

General Westmoreland's flying trip to this country has been valuable in a way that could hardly have been predicted before he left Saigon. His appearance here has crystallized the thinking of many Americans on the whole matter of dissent.

As more and more Americans are killed in Vietnam and the tempo of the war increases, positions on both sides harden. There are some in this country who consider that any questioning of our aims or our methods in Vietnam shows a lark of patriotism.

In the first of his speeches here General Weetmoreland spoke for his troops: "They are dismayed, and so and I, by recent unpatriotic acts here at home. The enemy] sees every protest no evidence of crimbling morale and disminishing resolve. Thus, discouraged by repeated military defeats but encouraged by what he believes to be popular opposition to our effort in Vietnam, he is determined to continue his aggression from the North. This, inevitably, will cost lives."

General Westmoreland was sharply criticized for his remarks about "unpatriotic acts," as if he called any discent that—which he at least did not intend. To the general and to most people, such gestures as the burning of American flags are indeed "unpatriotic acts" and probably intended to he. The general and that the North Vietnamese "do not understand that American democracy is founded on debate." The North Vietnamese are condebate." The North Vietnamese are condebate."

vinced that they defeated their French rulers not at Dienbienphu but in Paris,

We think that Ho Chi Minh makes a serious error in equating the French attitude of 1954 with the American expression of democracy today. But we cannot correct his error by changing the rules of our society. Nor can we stifle dissent because it might be missinderatood.

"We know that loyalty and love of country do not express themselves only in manimity, but also in honest dissent and loyal criticism," says U.N. Ambassador Arthur Goldberg, who adds, "Our salver-suries should not decrive themselves that such dissent is a sign of weakness—for in truth it is a sign of strength."

That many of the more flagrant showboating protests against the war add to our strength may be hard to tell the Marines. But a major strength of dissent is that it opens new avenues for dialogue, suggests alternatives to policies and provides the necessary testing of ideas that become the constantly evolving national consensus. The danger comes when either side ceases listening to the other and dismisses it with a label. That is happening source and more these days.

There are many thoughtful Americans who disagree with our being in Vietnam at all, who can't see where we're going, and who dislike aome of the subterfuges the Administration has taken in trying to guide public opinion. They deserve to be

heard without having their patriotism challenged. One of the most eloquent, Senator Mark Hatfield, has said, "The freedom to stand opposed to the government's policy . . , is not a privilege that can be withdrawn when the boat begins to rock. This freedom is the inherent and ultimate right of people in a democracy."

If the Administration and supporters of the war have a duty to hear out honest dissent, they also have the right and duty to be heard in defense of their own positions and to dissent from the dissenters.

Senator Gale McGee, an Administration supporter, asks, "Must those who oppose the government's policies deservathe principles of free debate by accuraour leaders of tyranny? Must they course to themselves all wisdom? Why would be apply a double standard by refusing the who accept and agree with our possesses ment's policies, and therefore be possessed disagree with the dissenters, event assessed to the public forum?"

If, as the President and the president keep telling us, the war in Victoria and the supplied to be with an for yours, the supplied processes resident suppressed all that time, in the range not encouraging Hanoi. The stratum is Victorian is pretty soluting right was any supplied because nobody has any supplied because nobody has any supplied by the months about the debute is to be real, we just hope it is also good to be real, we just hope it is also good to be responsible.

## When City Bites Newspaper, That's News

Oh, the sheer effrontery of it all? Just as though the publisher of the two hometown dailes didn't know what is best for Lynchhurg. Va. on the question of race relations (keep the darkies in their place, that's what), a committee of 71 leading citiseus of the white community has had the impudence to voice an objection.

It was an open letter, sent out recently to every household in the city of 55,000, decrying the racist policies of the jointly owned morning News and afternoon Doily-Idenwey, which for years have rankled Lynchburg's Negro citisens. The signers represented the heart and sinews of the white community—doctors, lawyers, educators, businessmen and such normally compulsive non-troublemakers as the presidents of the Chambey of Commerce, the Retail Merchants Association and the Lynchburg Board of Reaftors.

The newspapers are owned by the family of the late Senator Carter Glass, who was

Woodrow Wilson's Secretary of the Treasury, and run by the cenator's grandeon, Carter Glass III. His response to the letter was an editorial, printed in both papers, letting it be known, by cracky, that he will continue to handle the news as he sees fit. Thus is the issue joined-and, as it bears on the question of freedom of the press, it calls to mind the celebrated ruling by Justice Oliver Wendell Holmes that the right of free speech gives no one the right to shout "Fire!" in a crowded theater. Indeed, given the temper of the times, Glass's editorial policies have amounted to quite a shout of "Fire!" and it was partly to head off a threatened mass protest against the newspapers by Lynchburg's Negroes that the civic leaders took their stand,

The way Glass sees fit to handle the news boils down to a simple formula. When a Negro dies, however prominent he may be, his family must take out a paid ad to get his obituary on record.

A story of a crime committed by a Negro gets big play on page one. A networthy achievement by a Negro oscallagets buried inside. In the case of a local Negro who recently was brought to trad for raping a white woman, the papers even achieved a second of sorts—by slanted coverage that in effect pronounced him guilty before the jury received the case.

Though Glass editorially denounced the letter as "scurritous" and its signers as "frightened dupes," it was neither a hate-filled polemic nor the work of timid ments was a reasoned appeal for fair play, praising Lynchburg's Negroes for their patience in the face of provocations, and asking, as an aid in developing a healthier racial climate in the city, that they be given prompt relief from the indignities heaped upon them by the Glass newspapers. Beyond that, the mere fact that it was written is beartening. Too bad Glass is so close to it that he cannot see.





## Win a free vacation anywhere in Marlboro Country

## 25 FIRST PRIZES (\*1,000 VACATION)

You can hula in Hawaii. Rub noses in Alaska. Go for broke in Vegas. There are lots of places to spend it in Marlboro Country.

## 200 SECOND PRIZES (\*200 WEEKEND)

Take the little lady to a fancy resort in your neck of the woods. Or take the Presidential suite at the best hotel in town. Wine and dine. Laugh it up. Live it up.

## **5,000 THIRD PRIZES**

This great travel companion is illustrated. Shows you

## (MARLBORO ROAD ATLAS)

beautifully bound, handsomely the best way to get thereanywhere in Marthoro Country.

## OFFICIAL BULES

1. Fill in the coupon below, or on a blank F' a 5' sheet of paper, print your name and address. ENTRANTS MUST BE AT LEAST 21 YEARS OF AGE.

and address. ENTRANTS MUST BE AT LEAST 21 YEARS OF AGE.

Mail entry with a bottom cancel from a pack or but of Muriboro cigareties or a blank if x 5 shout of paper on which you have hared printed the word MARLBORO in plain block letters. Address entries to Mariboro Country Vacation Sweepstakes. But 666, Hickes the New York 11892. Enter as often as you like. Each entry boust be mailed apprintely, postmarked on or before Jone 15, 1967, and received in later than June 28, 1967. Void where prehibited or regulated by law. Residents of Museum enclose no proof of purchase or substitute therefor.

1. Drawing will be held June 28, 1967, and wisners will be notified on or about June 30, 1967. The 15 first prize winners will each receive \$1,000.66 in cash to pay for their vacts into anywhere in Martharo Country. The 200 second prize winners will each receive \$200.00 cash to pay for their weakend vacation anywhere in Martharo Country. That includes all 16 states. (Wisners may use the money for any purpose they wish.) The \$,600 third prize winners will each receive a Mariboro Country Road Atlas. and purpose they wish. The 5,500 third prior winners will each receive a Mariboro Country Road Atlan.

4. Anyone in the U.S.A. may enter campt employees of Philip Morris Incorporated and its advertising agreeous.

## MARLBORD COUNTRY VACATION SWEEPSTAKES Hox 686, Hickorolle, New York 11822

Yes! I want to win I .000 cash in pay for a tacation anywhere in Marthern Country and that includes all 50 states to use any way I please. I have exclused the terrain penel from a pack or text of Marthorn eigenview, or the name MARLBORD hand printed in plans block inters on a blank, if a is sheet of paper.

Address City State Ety Code	
City Diale Zip Code	
Doglier's Natur	-

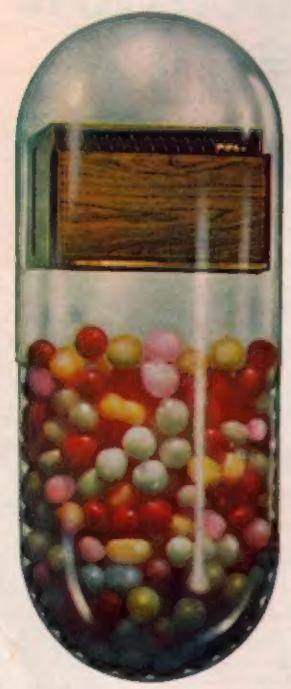
Come to where the Flavor is. Come to Marlhoro Country.





## For fast relief

from the discomfort of hot, muggy days and sweltering, sleepless nights...

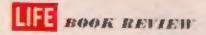


...take Chrysler Airtemp room air conditioning.\* It's fortified with cooling power, ranging from 5,000 to 32,000 BTU's, that speeds continuous draft-free cooling comfort throughout your rooms. See your Airtemp dealer soon and enjoy that cool, comfortable "Airtemp Feeling."

\*Contains Chrysler engineering.







## Stalin Loved Lucy, the Greatest Spy of All

A MAN CALLED LUCY

by PIERRE ACCOCE and PIERRE QUET (Coward-McCann, Inc.) \$5.00

a the long history of espionage it is doubtful whether any other organization can match the network operated. Jeson Lucerne between 1939 and 1943 les une Rudolf Rosseler (code name "Lucy"). He was a dedicated anti-Yazi, and in that period he fed the Russians secret intelligence material of supreme importuncy amounting in all to 12,000 typod pages. Housley's schievements have been described by others, but never to such missite detail as in A Man Called Lucy, the original version of which, called The War H as H on in Sector-land, has been a Inige surcess in Earnpe, Messicure Accore and Quet (or their translator) are no great stylists, but a more recitation of the fascinating facts of "Lucy's" life (and their book is far more important than this) rides roughshod over any considerations of style or lack of it.

Professionals like Allen Dulles, who was working for USS at this period in Switzerland, have expressed the most expectful admiration of Rossoler, though they profess not to know exsetly has Roceic did it. By means which have not been ascertained to this day," Mr. Dolles has written, Recoder in Suitzerland was able to get intelligence from the German Righ Command in Berlin on a continnous basis, often fem than 24 hours after its daily decisions concerning the Eastern Front were made. Areaally, the time was sometimes less than 12 hours. On one occasion, when the Germun communder captured a Bussian position, he found a copy of his own order of attack.

Not only was Rosseler the most highly paid approver employed by the Russians—he received \$1,600 a month—but he was the only one, so far as in known, who refused to reveal the nature of his nonrece to his Sovjet employers and got owns with it.

Why did be do it, and line? By filing in much hitherto generally antenawa background, the two French anthors have increased our understanding of the "why," and they have also undertaken for the first time to tell how. Rudolf Roccoler rame from a conservative Bavarian modelle-class Protestant family and left Germany for Switzerland with 10 marks in his pocket—all he was allowed to take aut—when Hitler served power. With the help of a Swiss journalist named Schoneper he set up

a publishing leasiness in Lacerne which served him as cover when he began to apy. His source, the authors lain, was a group of 10 Webringeht diere, friends from his World War I have, pleaged to matter what their communication to anti-Camman rate, to serve the Nati I was The authors for my physical initials to refer to these solvers, for of whom subsequently house procease, but it seems that their names are common branches; we become procease, but it seems that their names are common branches; and the seems that their names are common branches; and the seems to the seems that their names are common branches; and the seems that their names are common branches; and the seems that the seems

Makenia Maggeodge object emeritus of Panels and an old hand at the app game homest and an old hand at the app game homest and an old hand at the special expression in England breaks the German unitary eighters and passed the miscropial meanges to Resealer who extremented them to Masses Personal Lacromotes there are a second passed to the extrement of the extrem

was add one would prome which has excepted the two authors researches. When the Russian wake up to the supresed important of Reside's intelligence they signaled his radio operaior, as Englature and Meanuler Foote, that are messages prefixed with the code letters \$1 2130 most be given bequest process. "who measage followed, but Faste, who travfeeling tired, mand I be small take it the following might. He was ourtly told be must take it immediately. It was only after the war, whose Foote nent to Messes and an electy questioned by his warrant house, that he realized that % WELD's meant "from Stalits personally."

After the war Rossaks saturned to his old life, with unhappy remain. He was exught spring on West Germany for the Czerks and, though he physical that the reports he had been combag-Prague had been extracted from nechnical publications to be bought in any bookshop, he got a year's imprecament from the Swiss court Ware out and improverished, he died in 1938. He did not even leave enough money to pay for his funeral, the expenses of which were defrayed by an anonymous donor. Yet, judging by the results, the mun called Lacy deserves in he remembered as the greatest spy of them all,

Mr. Hyde, a high-level British agent in World Wer II, wrote Cynthia and Room 3803, Iwo true apy stories

by H. Montgomery Hyde

## Clean and sweeten your home with Arm & Hammer Baking Soda

IT DEODORIZES AS IT CLEANS...IS PURE, EFFECTIVE AND VERY INEXPENSIVE



LIGHT DUTY CLEANING. Baking Sode's built-in surface control means it cleans effectively with no danger of scretching surfaces. Contains no harmful grit or bleach Use as a securing powder on wet cloth. For general cleaning mix 1/2 cup to a par of water.



LAUNDRY One-half cup of Arm & Hammer Baking Sods added to your regular soap or detergent gives you a fresher, sweeter wash A natural deodorizer Sods sweetens as it cleans. Especially effective for soaking and washing diapers. Excellent for hand faundering.



BATHROOM. Makes bathtub sink, mirrors and metal fixtures sparkle. Cuts oil and film from shower curtain and hamper. Tiles gleam. Soda's "surface control" protects fin shee Sprinkle on damp cloth or sponge, or mix 3 tablespoons per quart of warm water.



KITCHEN. Use pure safe Sods to clean all surfaces where you prepare or store food Shewes counters, ank, stove, spice jars vacuum bott as etc. Makes porcelain, enamel and bles gleam. Sprinkle on damp cloth or use solution, 3 thap. Sods per quart warm water



REFRIGERATOR and COFFEE POTS. Soda leaves no harmful chemicals. Recommended by manufacturers. Refrigerator is deodorized, sweetened. Coffee tastes fresher as Soda cuts tough film of oils. Sprinkle Sods on damp cloth and wipe. (Do not use on aluminum.)



GLASS and PLASTIC DINNERWARE. Cryatal, cut glass, gobiets and tumblers sparkle like sunshine Absolutely safe Cannot scratch. Excellent for cleaning plastics including dinnerware flemoves surface stains. Sprinkle Sode on damp cloth and rub



BASY'S ROOM and PET AREAS. Wash baby a critic high chair lette. Wash pet's dishes and play areas. Use 3 that Baking Soda per quart warm water. 1/2 cup Soda will deodorize disper pail. Neutralize sour odors by sprinkling dry Soda over offending objects.



AUTOMOBILES. Baking Soda cleans bugs and grime from windshields, chrome and head-lights. Excellent on windows, interior plastic and ash trays. Sprinkle on wet sponge or mix 3 thep, per quart water. Soda shuffs out auto fires in seconds. Always keep handy.



IF YOU BELIEVE TODAY'S PRICES ARE HIGH, CHECK THE COST OF ARM & HAMMER BAKING SODA.
IT IS TRULY A MONEY SAVING MINACLE PRODUCT



## We also make normal looking watches.

Carls. Are you bothered by doll ordinary run of the mill wrists? Do fellas look at them and say, ebb.?

Then you re probably wearing a wristwatch that looks just like a wrist watch. (We see a lot of these ourselves. To women who merely expect the right time from a watch.) But for the more demanding girl we offer this selection of, er, rather strange looking timepieces from \$17.95 to \$29.95.

Watches with the jeweled movements of studgy expensive models, but with a let more youth going for them. Wide strap watches. Safan watches with animal bands. Even a scuba diving watch, in case you dike to go off the deep end now and then. We also make watches that look like charms, pendants, bandles, bangles and just about every other. Caravelle piece of sewelry you can name. Except of course a watch.

## Better ideas for sale at your Ford Dealer's now!



MUSTANG—America's # 1 sport. The car they named a whole generation after Mustering Sports Sprint sale now going on



SELECTSH:FT—The transmission that works both as an automatic and as a manual. Another better idea available on Ford Motor Company cars.



FORD—The car that hurties shi jumps, plunges over steeplechase courses, storms up and down the steep stops of the Los Angeles Coliseum—all to prove it is quieter because it is stronger stronger because it is better built.



THUNDERBIRD—World's first personal luxury car Now, more than ever unique in all the world —in 2-door and 4-door models.



MAGIC DOORGATE... Opens like a door for people tolds down like a tailgate for cargo. Only from Ford

## Looking forward to 1968 ideas? Our 1967 cars have them now!

Many of the ideas your Ford Dealer has for sale, other dealers won't have until 1968, if then—and he's offening them to you right now Ideas in luxury, ideas in riding comfort, ideas in high performance—all better ideas from Ford. See your Ford Dealer right away—prices were never better

Now turn the page for another better idea!

(it could mean cash in your pocket tomorrow!)

## This check can be of your present car

\$500? \$1000? \$2500? \$5000?

Find out at your Ford Dealer's

\$4,000,0

## worth the full value or light truck in cash!

- Take this check to your Ford Dealer's and find out on the spot if you are one of over 66,000 possible winners.
- Your Dealer will tell you the value of your present car or light truck to determine the amount of your prize.
- Then he'll run your check through a computer right in his showroom to see if you have won...5%...50%...even 100% of your car or light truck's cash value (up to \$5,000).
- If you are a winner, Ford Division will mail your cash prize direct to you!



IN CASH AWARDS
FROM FORD DIVISION.
NOTHING TO BUY. FORD



## LIFE MOVIE REVIEW

## Audrey Rides a Time Machine

TWO FOR THE ROAD

with Augrey Nepburn and Arbail Finney

( is madille to describe Two for the Houl as just another Audest Repture purture You know a zietests to controls in which the status dresses to beautiful and charming cto tees, photographed agains, a series of beautifu are shatming such grounds and praced in a a presumer of a sind a saturations which lead u. Dinately to her passage from the minore are of pre boost for he anatograps of wavendoor It is a retrail for those of the who are in almost quit is known in why her devoted admirers.

But it is colour to case is I no for the Road with reliads praise it is considerates time has a mere sefacts and it is just based possessed the it is a turning point for the o, mertan commercial move for began with Director Staties District and Weiger Erestone Raphaet who also wrote flucting have remobly not ed that puls dist i become women just secouse they are sexually awak ened secought set were The process takes considerably larger and so they extend their examination of it through the young morfiel stage on into that dangerously perties person where a appears the the guesting chiefern and the specessé lusbands no longer seem to need them

The metaphor they have shoren for this purpose is apl. It is trusel, to particular travel to car from the north of Frence to the south at hoplay time. It is on these lovely made that Max Beplaine traveling with a bushed of schooling more her fu-Inte mate on anger's ambittings asch teetinal student. Tehlis og festil one reportant banking or the next 1.4 of with appearing form to 15 Obert Issuer It is to their roads they re to each summer. The manner is which they do gives the eligible be a things are going be them white heir ad entures thereign or saide the time lughest moments of controls

fliere o for example the gliast Is Important another some grounds. who per meretains will discrete. lauterts and the worst brat in motion parture history. And, of course,

there's the first excursion with these own child, with the threat of a tantrum at every turning and the chains of parer tal hysteria always yourning at road s edge Finally there's the since journey of the people who have god discovered that the know each other on too well and all evering to keep al. the at a ungers such ka whole beings rom talling into one great log hate.

There . be all of small quiver sub-ev in suese tax series, a soud of trade on low not passes fing in Mass Haptonia's films, and she has responded with just the rigit variacome on her me oil server self making ne are call what that gill she has absorber said would be keller and of the states.

But to suss hopeful thing of all · Donne decement which is not ? протист в регулять сипрафера ими Die od a tage the movies have a was not not see age to the ruling to be we need unclumb, through a comment time for larse experiment indertaken by a mese ter tore Rergman, Res. ( second and the rest has seem in extend rainfally has free don. Their technique has seen to with trees onto amplier a se an alor ragion to be selected by serio to in he cauding free passengting a quality of our osci) queoportons must be process they have ereand a new temption which are up to as together off thereau procue ers the result on been a six page stiffness a all corve tional to that go we two sample and extent the bear second by the new stone available the 'as bouses

to the cests of the Dones. and his hackers the they were sathe to attempt the new manner man expense to the Plant capping agreement within the backing of a more and iesce I us ng times part see time present jurially junious ground in his respile a bestory us the specit moves the M. Doney has a singdone all he suscertains englanger been played by warries that a flashbuck process a steam, a too who to while I make an the serven und to tales to be join the for as his man 4 This ex keep meeting percountry conneger different settes a the road There is no sucr see all against store odd juxtapes tions are there's much gain to a Phase suspense and tupper Mr. Damen can always been one of the true stylet directors. F light comedy but here he has surpassed tar self and to be process made a cleaner than ever that the commercial film maker on longer has to be bount by the traditions of the past

by Richard Schicket



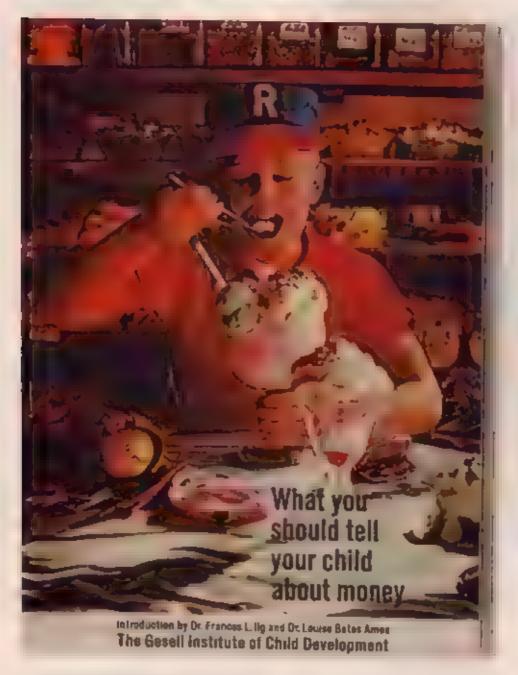
the new low-calone, sugar-free Whiskey Sour Mix,

Warnbey Sent Daigetel, Maphanas Campel, Martini, Lious) Mary Old Fallicons, Section, College and Ma Tai



PA'NTS

## FREE



The sconer your child learns how to manage money the better

Now a free book entitled, "What to Tell Your Child About Money," discusses subjects like: Allowances — how much and when. Teenagers and spending money Part-time jobs. Summer jobs. Importance of a goal for saving. Charge accounts for teenagers. When and where to save

With an introduction by two doctors from The Gesell Institute of Child Development, this 26-page book is packed with sound, helpful advice. Advice for today's problems of today's youth.

Your free copy is waiting for you at any of the Savings and Loan Associations listed to your right. They are all members of The Savings and Loan Foundation, Inc.

## Pick up your free copy at any one of these Savings and Loan Associations.

IOW.

ALBONA Home Federal Savings & Lowy Ass's

ANKENT

Scandia Savings & Loan Ass's (Branch)

Home Federal Sevings & Loan Ass'n of Harles (8reach)

Citizens Federal Savinus & Loan Ass'n (Branch)

Harakeye Savings & Loon Ass's

BURLINGTON

Burlington Federal Bayings & Loan Ass's Mississippi Yelley Serings & Louis Ass'n

Cellar alls Sayings & Loan Assin First odniel Savings & Loan Assin

EFBAR WAPIOS

First Federal Savings & Loan Assir Perpatual Savings & Loan Assir

EMERGASI

Stourt Valley Savings & Loan Ass's

CLEAR CAKE Clear Lake Federal Savings & Lose All's

C. Inion Federal Savings & Loan Ass's

COUNCY, SEAFFE Bluffe Savings & Lose Ass'n First Federal Savings & Lose Ass'n

CREATON
First Federal Sevince & Loop Ass's

DAVERPORT

Citizens Federal Savings & Loan Ass'n First Federal Savings & Loan Ass'n

Decorah Savings & Lean Ass's

Denison Federal Savings & Leon Ass's

Des Moines Savings & Loan Ass n Hume Federa: Savings & Loan Ass'n of Des Moines insurance Flan Savings & Loan Ass's lows Bavings & Loan Ass's Scandia Savings & Loan Ann n State Faderer Bayings & Loan Ann'n United Federer Bayings & Loan Ann'n of Dec Molmes

Extremelia Foderal Savings & Loop Abb's

PARTITION

reflerson County Savings & Lean Ass's

Poet Pederal Savince & Loan Ass's

ALEMNOOS Mills County Savings & Loon Ass'n BEHNNELL.

Grinnell Federal Savings & Lean Ass'n.

MANAAN Home Federal Savings & Lean Ass'n

spwa vallă Ione Falis Federal Seringe & Loan Ass's

LeMary Federal Serings & Loan Ass'n MARION Linn County Savings & Loon Ass'n

MARSHALLTOWN Marshalltown Savings & Loop Acc'd

MARON Grit Mutual Federal Savings & Logn Aus'n

MY PLEASANT Insurance Plan Savings & Loan Fee's

Muscarine Muscatine Savings & Lean Ass A

MEYADA Nevada Federal Savinga & Loss Assiti

Newton Home Savings & Loan Ass o

Havin Savings & Lago Age'n GEFENNA Pauglies Serings & Loon Aso'n

Perry Federal Savings & Loss Ass's

THE OAK Red Oak Building & Springs Ass'd

BOOK RAPING First Federal Savings & Loan Ass o

ener con. Shelden Federal Savings & Laur Ass's

Vitro manor

First Federal Savings & Loan Ass's Home Federal Savings & Loan Activ Sigua City Federal Savings & Loan Astiv

PARTICIA Northwest Federal Sannes & Lean Ass o Spencer Savings & Lean Aga's

SAKE TOWAR

First Federal Savings & Louis Ass's

PINTOR

Vinton Savings & Loan Ass'n

Washington Folloral Savings & Lean Ass +

WATERLOO.

First Federal Savings & Loan Ass o Home Savings & Loan Ass a Paople's Muluel Savings & Laur Aux'e Perpetual Savings & Loon Ass o

MIMMERATA

MARKET LEA First Extern) Sorings & Loop Activ

AMONA Truin City Federal Smorgs & Loan Ass'n (Brench)

Academ Servings & Lean Ass's.

Home Federal Savings & Lass Asp a (Branch)

Midwest Federal Sevines & Lean Ass's (Branch)

geanning First Federal Savings & Cook Ass'n

BAYENSAMONE

Brockenridge Federal Stolings & Lass Ass's

Car 'un County Federal Savings & Lean Ass'n

Crookston Savings & Loss Ass n

First Federal Sevings & Loan Asia of Minnespolis

(Brack)

Detroit Labor Federal Senage & Lone Ass's

First Fader at Satings & Loth Assin St. Lauri County Federal Savings & Loth Albin

Eas, Grand Forks Federal Savings & Loon Ass n

SOMM From Gilly Federal Savings & Loon Ass in (Branch) First Federa Savings & Loan Ast # of Minimipolis

Twin City Federal Savings & Loon Ass's (Granch)

PARMOUNT Fairmont Fuderal Savings & Loan Jos »

PARIMANUET First Rederal Sevings & Lean Assis of Albert Lea

(Branch)

PERSONAL PARTY.

Fergus Falls Soviege & Lobe Ace o

act, pape vanual? Majorest Federal Savings & Louis Ads & (Branch)

Court Federal Serings & Loop Ast o

Martines Managota Federal Serings & Lose Assia (Branch)

First Federal Sevines & Loan Ass's of Hibbene

Montesota Federal Savings & Look Ass A (Branch)

mutichumant Federal Sevings & Lydin Ass ii.

OFF STREET PORMS. FALLS Falls Federal Savings & Loan Ass w

Lake City Lake Dity Federal Savings & Low Ass's

Laverne Federal Savings & Loan Ass &

MUNITERPOLIS

manusarous First Federal Savings & Loan Ass n Hanneon Federal Savings & Loan Ass n Minwesota Federal Savings & Loan Ass n Minwesota Federal Savings & Loan Ass n Minwesota Federal Savings & Loan Ass n Peopler Federal Savings & Loan Assin Town City Federal Sennigs & Loan Assin

MONTEVIORO
First Federal Savings & Lose Act's

Moorheat Federal Savings & Loan Ass's

Processone Federal Savings & Lean Am'o

Red Way Swings & Lane Ass'n

Imperior FALLS Bedwood Falls Savings & Loan Ass o

First Federal Servegs & Loan Res's of Misnespolis

Mixime Federal Sevengs & Logo Assin (Branch) Own City Federal Savings & Loan Ass n. Branchi

None Federal Savings & Luan Assin (Branch) Olimsted Federal Savings & Loan Assin

neservate Michesota Federal Savings & Loan Assin (Branch) Tern City Federal Savings & Loan Assin (Branch)

Methods! Federal Sampes & Loan Ass n (Branch)

er. CLOVO Securit: Federal Sevings & Loon Rus H er court state. First financial Savings & court Assist.

of Minneapous (Branch) Minneapta Fagerai Savings & Coan Ass n (Branch)

Mizrest Federal Sevings & Loan Assin (Branch) Minnesota Feneral Savenes & Loan Ass 9. Twin City Foderal Samogs & Loan Asia n (Brimbh)

Minnesety Federyi Strongs & Late Ass's (Brench)

CONTH ST. PAUL United Federal Savings & Look Ant'n

prome valler Home Federal Secrego & Lean Act o

PHILF BATCH FALLS First Federal Smings & Loon Ass'n

vincenta Queen City Federal Serings & Leen Ass'n

WARDENA.

marzata First Tadoral Savings & Colm Job's of Mintespolis

Wells Federal Savings & Loon Ass n

micro ocan cana Minorsota Enderal Seringo & Loan Azora (Branch) First Federal Savengs & Lote Ass o

Windom Federal Sevengs & Lann Fits'b

Endethin Sawags & Lane Anti-n

Worthurgton Foderal Sovings & Lean Ass'n

State Federal Sewant & Loss Ass'n

**BELLEVIA** 

Hebraska Sammer, & Loan Sas'n (Granch)

CHADRON CRustron Sevines & Loss Ass R

Emplande Savores & Look Ass's

First Federal Sewings & Lean Ass'n of Dawson County

Calle Cate Contactal Sportners & Land Gan'er Ptatte Valley Federal Serings & Loan Ass'd

unamb speaker Home Federal Savings & Lano Ann's of Grand Island

ringtunte State Federal Savings & Loan Ass's (Branch)

LESSMETTEN
Home Federal Savings and Loss App'n

Statz Federal Savings & Leon Ant's (Branck) Union Leon & Savings Ass's

namen pusité First Faderal Sarings & Lois Add's

Nebraska Savings & Lone Ass's

severeze Schipter Federal Savings & Livin Alst 6

SOUTHBLUFF

Mito Valley Federal Savings & Loan Ans'n Uwon Loan & Savings Ass'n (Granch)

TACHMENEH

Tocument Building & cosp Assin

MORTH DAXOTA

First Federal Sevines & Leat Ats's Gate City Sewings & Loan Ass'n (Branch)

Gate City Savings & Loan Ass'n (Branch)

Gate City Sawnes & Loan Ass'n (Branch)

First Federal Savings & Loan Ass n. Cate City Savings & Joan Ast n Metripolitian Savings & Joan Ass n Morthwestern Savings & Loan Ass n

First Certeral Savings & John Ass of Met. open an Savings & Loan Ass of Branch)

wanto comas First Federal Savings & Loan Assin Grand Forks Federal Savings & Loan Assin

First Federal Savings & Loan Assin Gets City Savings & Loan Ass'n (Branch)

Minut Federal Savings & Loon Als A

VALLEY CITY Fidebity Savings & Louis Assis waserstein Mpt. upositen Savings & Lose Ass is (Brench)

Morthwestern Federal Savings & Loan Ass's

SOUTH BARBIA

Abergeen Federal Sevings & Lean Ass n

First Federal Sewines & Loan Assin Brookings Sevings & Loan Ass. II

First Federal Savings & coap Ass's

MUNON
First Endored Springs & Laury Ass's

lationeus. Mitchell Home Sevings & Loss Ass'n

BAME BITT First Federal Savings & Loan Jat'n

First Federal Savings & Loan Ass n Home Federal Savings & Loan Ass'n

Circl Faderal Sammer & Lose Att &

TANKTON Tankton Salvings & Loan Assin

WYECONSIN

Amery Federal Sevings & Loan Ass'n

Aprilante Aphiend Sayings & Upan Ass'n

Barron County Federal Savines & Lone Ass'n

CHIPPOWA FALLS

GLACK BAYER FALLS Jackson County Federal Savings & Loan Ass's

ippewa Savings & Louis Aus w

Compensation Compensation Federal Revings & John Aus of

Ford Federal Savings & Loon Ass'n

First Federal Savings & Loan Ass'n Le Cronne Mutent Loro & Building Ass's

Branta Sopria Federal Savings & Joan Ass n

nurceon Superior Savings & Loan Austr Tomah Swenes & Loan Ass'n

Viroque Federal Savings & Laun Ass's

Where you save does make a difference. @ 1967 1331 "E" Street, N. W., Washington, O. C. 20004

10



## fragrance

Corday v luxurous new feeling of fragrance. Rich flowing lotton that silkens as it seems viur hady aftern 1 10



In three great fragrances
Fame-Possession Tougours Mon
Parfums Corday

the cutto make the me touch a could be cutto a could

## LIFE REVIEW

## The Perils of Planned Prettiness

HIGHWAY BEAUTIFICATION PROGRAM

The sermin intern of pring is a remainder case one adding stem, that there is access in the bond as part of the Grean Sciences is guigelistenations the access and program for a Social Rode should be a steel from Moure in Cambridge

The countries express there's recrea and are natural leads.

Lotte and to its firingly a become the notitude of a treat to thouse the natural natural transfer decreases with probleman returns and idiag above exempts or the backs. A some month bulbus shilling that is a some backle age.

The Uniques II bilately of Manie will form and aport of an encount perh imposed spots on the Year highest may that need be not force with almost the same ryem's that Da Spreya Dinni Long pools a horse per ma in t. Has galreads suffere in tis disastone they are burn ble tyamore of what is in store every were I works another course has might barass humans comets wellrefler a to entrie t-troops or or too. speed are to be ramost and the highway regueros a new title fam-I straight hites and widered Exette flavore and shrule all te m parted to replace those peeks in se permouse heavier and bears plant that just never seem to want to grow or toly corners

I went's percent of the program eaths for the material or one highways abrongh a cg a or underraphect regions. The rest procedes out on himcoment of old seems reads a prome areas about every it in the east program or as about every it in the east position every it had been another than the every thank every insertions every to

the philosophy behind all the is bessed as a number of assumptions which until state some closer sentents. One assumption is the he team plea of the terral Democra's is maximized out optimized enjoy mens (hother as the leaving important land just using attorned in a state of nature is wasteful shiftest unprogressive and not at all in the high-

The local confinence also use to as another the spectromer reassociate between treate of specar and restrational account of a nate.

he more. I must be developed

40 affine i somets what he make the bealters full to should be able to full to should be able to make the book and refresh to sould as we have a bold from a drowing time there are back out a reason those much one on an acceptance of the control of back out as a section of the control of the back out to be seen that the back of the control of the con

Agent for tracer dangerous assisting that is but highway plact for says are contact wisdom and care of the contact because of the co

national for spent and so et-

You'd exterious all the Parks on that one proses of a secret resum that teams to said uncleably up able to a second as and uncleably up able to a second as a seco

Perulasasails for ing horacor of des meng majoriles compressible sepoff a characteristical tracks sty to stone tests ments and a 6 rd more decourage. I he all thoughtless redundings at a source at the new rate has now autoral to be refto rous harmon so something by tailor relates or a substruction reses were and rationed warr to all will see that it seem will the same seems tophway s age to a \$1 St marrial crimite to be building to reas in around under and over a 500 follow mice. state highway are the me aust ma he ta soft when to lowest who is nor hunger or thirsts, was wanted a sless are tyless detunt at an aid mompresed read going mastere through undeveloped coemlarless someonested woods and fields and is withing so get out or his car for a peek at them, will be extinct.

This the most drawn poneing can say be growth of a new 6, of of the me who wides out not to see the sensors has the sensors has the sensors had there is a most question whether the tree. Seniets will have available for the maintain on partial of amorrows a superposeed something less of courtdors are in high case with see in a virtuals over hooking corrolors of senior superlaghments with a transfer of senior of senior all new else a briefing are overhook of maintains and all new else a briefing are overhook in maintains are of beau for intentionic courters.

Professor Half s harman of the Eng st Department of Bowdoon Chilege

by Lawrence S. Hall



Bold new leather fresh fragrance formen. After showers, after shaves before every encounter

## Royal Regiment by Max Factor

Cologne, After Shave, Heroic Size Soap

## Don't sell yourself short.

This year over half a million people will They li buy smaller cars (including little ones with big-car names) that cost just a few dollars a month less than

And look what they won't get. Over 18 fect of Chrysler uxury

this full-size Chrysler Newport.

One of the biggest standard V 8s to run on regular gas.

The biggest brakes in the price class. Best resale in Chrysler's history Since you can afford a Take Charge car like Chrysler, don't settle for less. Not when 1 Newports are priced just a few dollars a month more than the most popular smaller cars, comparably equipped See your Chrysier dealer move up today







## Test Price A Chrysler



We understand your feeling. We don't agree. But we understand

A long time ago, someone gave you a table lighter. The trouble was, it looked too much like a table lighter. But didn't work at all like a cigarette lighter. Not after a carton or two of cigarettes, anyway.

Well, that was a long time ago.

And we don't think you should carry a grudge. Especially now that you can have table lighters that do work.

And don't look like table lighters. (That's right, Those delightful little table ornaments in the photograph are Ronson table lighters.)

You see, sometime after you had your had experience, Ronson perfected the butane lighter.

We did it by designing an ingenious system of patented valves: an inlet valve and a burner valve that together, make our lighters leak-free and evaporation proof.

It's an intricate bit of engineering which you needn't concern yourself about except to know that if you buy a Ronson butane lighter today, you won't have to refill it until about November.

And then, you'll need only be concerned for about the ten seconds it will take you to refuel it with a clean Ronson Multi-Fill® injector. (You buy that anywhere.)

So now everything you hated about table lighters is just the opposite, isn't it?

In fact, there isn't a thing to stop you from getting one. And loving it.

## RONSON®

The people who keep improving flame.

"Ya know, Joe, you're my favorite bartender bartender. Maybe it's because you serve Storz."





Call the American Oil Motor Club and who do you think would answer? A Standard Oil Dealer.

Like the one who fills your tank, cleans your windshield, tracks aown trouble in your engine and all the other things you're used to if you're a Standard Oil customer.

Now he's taken on something new.

A motor club. Set up to work through thousands of Standard Oil Dealers in Mid-America and American Oil Dealers everywhere else That means Coast to Coast.

But then, he's used to new things. A few years ago that little As You Travel, Ask Us; sign was brand new.

And no one ever heard of a FINAL/FILTER!

That just goes to show you how quick a good thing can catch on.

Another good reason why:

You expect more from Standard and you get it.

With your Standard Oil Credit Card membership in this new motor club is only \$2.50 a year for you and your wife. Any Standard Oil Dealer can tell you how to join





## The Palmers get a big kick out of football and Bryant air conditioning.

Jim and Bea Pa, mer are rea footba I fans. They never mass a University of Kanaas or Kanaas City. Chiefs game. And that cuns into money. About \$400 a season. Or \$1,10 a day, spread over a year.

But the Palmers site their comfort, too. So they had Bryant air conditioning initiated in their 6-room two-story Cape Cod in 1964.

Now the whose family enjoys the cool quiet comfort of Beyont air conditioning at a surprisingly

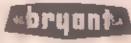
iow cost. Had the Painters financed their Bryant in thit would have cost them just 52% a day to own or \$ 5.71 pet month over a 5 year period at 6% interest. About half what the Painters spend on one season of football.

Natural y, the cost of air condir oning varies with the size, style, insulation, shading and location of your home. But chances are, like the Paimers, you can enjoy in benefits for ieas than you spend

on your hobby

So do what Jim Palmer did Look up your Bryant dealer in the Yellow Pages. Cal. him for a free estimate. Then prepare to become a Bryant fan for I fe.

Bryant Manufacruring Co., 2020 Montealm St., Indianapola, Ind. 46207



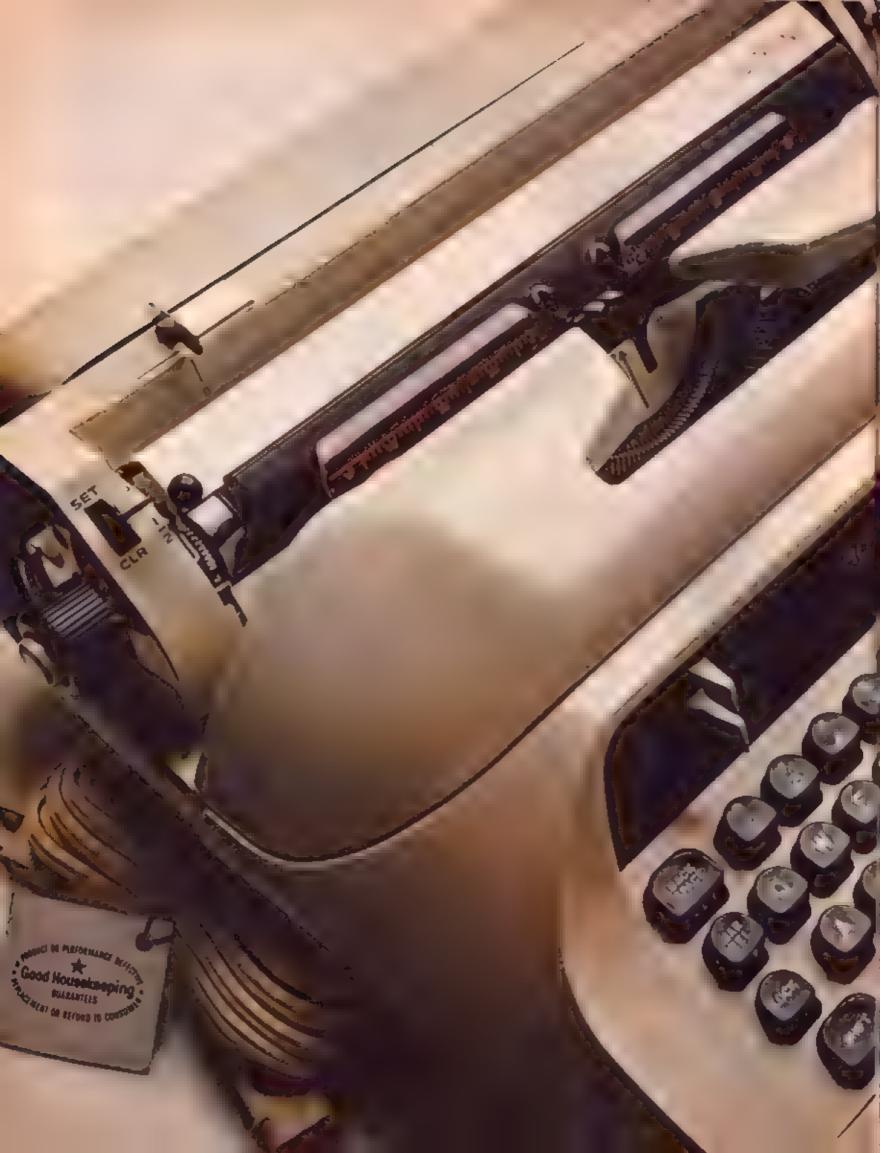
JUJETL NET AIR CONDITIONING

# Walth ters

Sometimes, all it takes to make an old idea new is a marvelously simple twist it Like the Hoover Fry Pan. We've added a warming tray. Built it right in So you can slide it out and use it, while you're using the fry pan. I Examples. You can keep become warm while you're frying eggs. Keep one batch of pancakes warm while you're doing a second stack. Keep the meat bot while you're making

the gravy And so forth. D So see your Hoever dealer And see the Hoover Electric. Fry Pans with the built-in warming trays. They're available with either a stainless steel or Teffon\* cooking surface. And even a coppertone dome if you'd like. D We call it the Hoover Fry-Now-Warm-Later plan. You'll call it a perfectly delightful see.

\*Duffeet's regiment majorable for in TEF wordstein in the





## Now there are three more cocktails you can't goof up.

To lovers of romance from Sandusky to Scarsdale we offer a rocktail new to the USA. The Lequila Sour, full of authentic Mexican glory. And pepps Mexican tequila, imported by Calvert. But that a not the end of it. We start with whole fresh lemons, for wholly fresh taste.

Our tain boar on tooly a new rocktall at some idea. One 2-cocktail cocktail. You make it a Tom Collons by adding cribsoda, sugar and ice. We start with whole fresh lemons and our own 100°, Dev tain, so it's great either way. For those who think the proof of a cocktail is in the proof, we present our II to I Vodka Martini. We make a with extra extra dry vermouth and Calvert's Vodka But though the proof is high, the price is it. We don't charge you extra.

Now, all you do is shake the Sours and stir the Martini with ice, and you've got cocktails that taste like the world's best bartender just mixed them for you.

There is just no way to good with these cocktads. I veept by not serving them. Colvart Goof-proof Cocktails.





It's a fact that while the price of just about everything else you can think of keeps rising, the unit price the average American family pays for electric service keeps going down. Today families use more electric service than ever before, but pay less per kilowatt-hour. That's because electric company people make electricity in larger quantities while business management finds ways to hold the price down. The more electric service you use, the bigger a bargain it gets to be, and the better a bargain it will be in the future.

The electric company people...
the folks at your
Investor-Owned Electric Light and Power Companies\*

race?



## Cool air by the roomful...

You can set the directional louvers of all 7 Superthrust models to diffuse the sir, and gently float cool, dry comfort around a single room. Move the louvers left, right, up, down for cooling to suit any furniture arrangement, the shape of any room. See your General Electric dealer now.

Before it gets hot.

While he can still give you your choice of seven Superthrusts-\$,500 and 12,000 BTU's on 115-volt circuits, 13,000 to 24,000 BTU models on 230 volts.









Or sim it up.

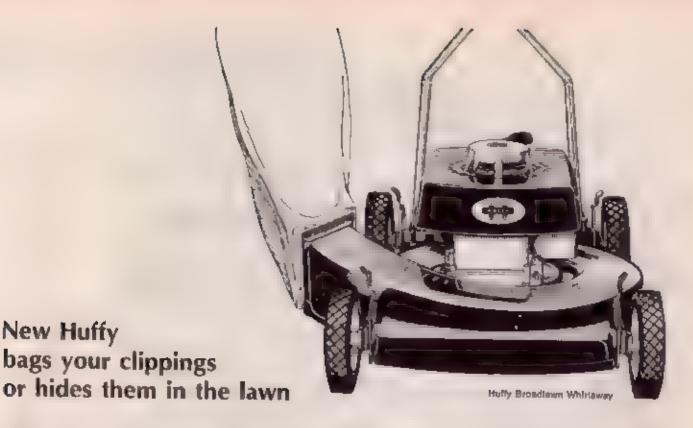


## Cool air by the houseful...

Sure it's a window unit. But turn it up toil. Set the direction controls straight. And it will beam cool, dry comfort through room after room. The most powerful of the new General Electric Superthrust models (RD115) packs 24,000 STU's/Hr of cooling power. Every 15 minutes it wrings nearly a quart of humidity from the sir and sends back 12,000 cubic lest of cool, dry comfort.







Whichever you want to do, the new Broadlaws Whirlawsy will do a great jub

This mower is designed as a blower on wheels The blade is a combined cutter and fen he lob to stand the grass up, cop it off neatly and

The airstream picks off the cappings as they are out which them

aroung the amount v not toured tunnel, and shoots them out the ducharge

**New Huffy** 

New if you're sold on bagging your gross vote'll wan, to know that the catches a comply an extension of the air tunnel. That I why the cappings pack in efficiently. A supper to the bag lets you empty it its a wink

The catcher bas a unique new book attachment It bits. off and replaces easily with your hands asways two or more feet from the discharge

On the other hand, if you like to return your elippings to the lawn (but don't care to see these there), you'll want to check out the Whirlaway's distribution petrern.



The clippings fan out and drop to a space perhaps 10 times the area being cut. Unless you're cutting long grass, you won't notice them on the lawn

Semething else you'll like the runtycool, dentproof vibration-free aluminum body, also seven comity adjustable on long heights, and an easysture I by Briggs & Strattop engage

It a a great mower You'll ake it

While you're checking it ou a your Haffy dealers, take a look at the Catation steel deck Whirlaway It has many of the same few ures at a lower price.

If you are interested in bit seles, don't forget Huffy Your Jeans has a good selection.

Send for full-volor Outdoor Power Equipment or Bicycle catalogs. Write The Huffman Mis-Co., Dayton, Ohio 45401 or Azuna, Calif 91703.





## Alcoa Siding can bring your home back to life. Send for free booklet that shows you how!

## Change for the better with Alcoa Aluminum









## 50-year-old youth

The e- pie who be ability big plates se house bry the woo hages and he to poot the decidents as year W F Along 5 and nabases on A cos Ms inversion in the Aruby drama and the bay window and adding a simple entry, they obtained a specious home in keeping with its neighborhood.

## FREE to homeowners!

Brand-new booklet with scores of ideas for giving your present home a change for the better in appearance

Bring your house back to life with Aicon Aluminum building products! How? Now you can see for yourself. Mail the coupon today to receive your free copy of this exciting. 24-page restyling booklet. When you see it, you'l know how to reslyle your home. Don I gut it off send today





## 40-year-old paint sponge

When his pan began to take a de these to an about the first to the first the first to the first You too can be re-east the nagging ACLY end is offer naturpain no







## 30-year-old homestead

This aging home held 30 years of memories The actors due ded to make beaut to for and a gone at an The house was given a complete to thing with A use A umenum any Soft Lang Food a Shullers See how it came back to life

Alcoa Building Pioducia Inc. Dept. 1050-£ A coa Build ng Pillsburgh Pa 152 9

## Fd Nks to receive—FREE How to Bring Your House Back to Life with Arena Siding.

I I am a homeowner interested in restyring. My Tram a nometional menasted in eaching my house earle for is \_\_ wood \_\_ bunck \_\_ other am interested in Akcia \_\_ Super 40 Siding \_\_ Suffers and Downspours \_\_ Soffi and Fascis \_\_ Shutters \_\_] Pario Covers \_\_ Screen Enclosures

- PH	 m.	-	

Address

Starie-

Code



## WE WILL

Big Wet Dragged fresh and crackling out of the ice. You feel better already. Snap the cap and see what happens. FIRST AGAINST THIRST

#### LETTERS TO THE EDITORS

#### CRISIS OF THE INDIVIOUAL

Challenge for Free Men in a Mass Society (April 21), judged from Part I is of great interest and most timely The current fashion of inner-directed ness is as far removed from individualism as is the mass man. The truly free in spirit are the only individualists, but of such there are pitifully few in the world

SONIA BETIEFFED

West Reading Pa

cat us not lose sight of the fact that each of us to an incisional by birthright, both chemically and emotionally

The struggle is therefore for identity and recognition. If, indeed, we were not so individual, being part of the mass might even be comforting.

SHILLEY ROTHSTEIN

Mamaroneck, N.Y.

You hit upon what is probably the greatest single factor contributing in mass cunformity That is, our society o geneed to the average man. There is no average man and if there were, he wouldn jadmit di

Jose Howard Tideman Lukewood, Ohio

College campuses today have many young men who are not onecure and a aid to her at hey fee ineffect we and with his Mistaffanstill serve for those "old ideologies," but in a differgest way

LICERATO BALTIN

Montresi Que . Canada

Individuality and its satisfaction can be found in doing one job which needs to be done and doing it well.

In all the world the greatest need is for parents with character who will rear their children with honesty, so that salf-knowledge will not bring on self-destruction, with discipling, in that their talents will be useful in the world and with love, which properly ap-plied should multiply itself with each репельной

Навинети Арани

Beres, Ohio

**EDSTORIALS** 

Dr. King sies that a victory for the ew rights cause would be a hollow one if the human race is destrayed by a halocaust which our escatasion of the war in Victinam may bring to Dr. King's Disservice to His Cause April 25) He follows a higher law than that of exnethency which you used on him The name is human rights for all on the earth sa, our common enems, was

SAMULL A. SYNDON JA. Templeville Mil

The same humanitarian concern that forces Dr. Martin Luther Ranguaspeak OU MEATOR INDUSTRIE IN AMERICA COMhan to deers the injustice of pur actions in Victoria. For Christians, what alternative is there's

RICHARD G. HEST

Columbia, Pa.

I cannot help but wonder how much further shead the Negro-cause would he to America today if Paul Robeson had focused the considerable force of his personality in solving the problems of his black. American compatitions, rather than desipating the wealth of his gifts in the treacherous quarks and of international politica.

P. Lee Sursay

Brook yn, NY

The concern of the President's Crime Commercial over wheetapping. Wass to Comment Streeting. Apr. 31 months demandable, but so tree a. What we nevo is a new law protecting our right of privacy against meather tax audits telephone parts lines, questioning by news reporters palm and tea leaf-reading, scouting of impouring fembal-feares, credit bureau inquiries, just-watching, crewsecommution in court and prying mothers in-law

DAY GRIDYADINIA

Houston Texas

It appears to me the best solution for anyone who has resentations about being watched or overhears is to conduct himself accordingly

S J DAVE

Canterbury Lonn

MELONE

As one who has worked closely with Heloise and as a close friend, I was pleased to see accurate reporting of her personality her home life her success and her devenion to her readers Height the Most-Herded Housewife Apen "1)

ROBERT & COLLEGES

Arlangion, Va

If the housewife, the "precious backbone of America spends he time with peanual butter on her linguishalls, a pair of upside-down nylon ponties perched on her ratted, teased, masonnasse-permeated hair and cost-also geweith deabhling down ber nose to bre veni sunburn, l'a take fleto friedan

MELEURA SMITH

Beston, Pa.

I must take exception to the assumption that Betty Frieday and Heloric don't mis. You overlook the fact, has many working women have homes and families. We wouldn't care to exclude either of these ladies (deas from our fires. Hurrah for both of them.

Mas, ELAINE C. GONALL New Orleans, La.

#### WILT CHAMBERLAIN

We stood with Jeremy Larner and weighed as fall Russell walked alone onso the night after his team had been beaten by the Ph adelphia beek If ever a pictore was worth a thousand words this view affine of the two Carants of he baskethal world aime in deteat our ainty was Our franks to Me Larner for his tine coverage of NBA play-off sprits. He article on Will Chambertain C Just Fon Much Count. April 2 a ranks with the top sport stosee of the year

BILL Manyery BILL NORTON

Millersville, Pr

DEEP DIVER

We are disturbed because the story on the Pean Link Deep Diver & Sub-marine Shuttle Bus Apr. "It makes no memor of Perry Submarine No iders. Inc. who designed and built the We would appreciate a connection.

STIEN H. PERRY JO West Palm Beach, Fla.

BATAAN

Life is extraordinarily charitable in stating that. Muny died of starvation en route, the Januarese, unaware that the Ballian defenders had no rations left, had expected them to feed themselves" ("The Agony of Bataun April 21). A person does not die of siarvation m four or five days. The men who died beside us during the Death March died from bullets, bayonets rifle butty and other morties. I hope that you will do them the honor of setting the record straight. Can we not say that they died as the result of enemy action?

JOHN E. HAMION

Fremont, Mich.

How dare you say that the Japanese were smaware that the Balann defenders had no rations left. What guillibility! It makes my blood boil!

MRIL DAVID DICKEY

Steeleville 10

In behalf of every ex-PW thank you for not furgetting. Maybe this story will awaken many Americans to the dangers we face today

Jores L. Goom

Shreveport, La.

#### LETTERS TO THE EDITORS

More power to those readers who put the ACLL where it belongsthe trush heap (Letters, April 21)

Roy Mutte

Astoria, N.Y.

A very good letter on the Civil Lib-erties Union by Patricia Kelly (April 21). Three things thake a perion free-does, responsibility, purpose. It is a gross blunder to take the first of these and extend it to infinity, as though gense licentrousness, anarchy chaos

WALTER G. BOWERMAN Leona, N.J.

To see America

Spring's Old Sweet Challenge OV A CAROLINA FARM Report from a big American university

### What Goes On on Campus? Not What You Expect

A revolutionary new tool of science

FLUIDICS

I TO WRITE ABOUT VOUR SUBSCRIPTION Change of address belong adjustment complaint respond address LIFE SUBSCRIPTION SERVICE AND Novich Machigan Arc. Change, In 606x1, whatle: A Adams, vike Pres At ach present address tabe in space at right. The with help as admires

TO GRDER A NEW SUBSCRIPTION: Check box. That are form at right for your address. Mail to
LID B SUBSCRIPTION NERVICE at the address given above Subscription that L.S. 1 year \$7.75, an
Consider 1 year \$8.75.

2. YO WHITE ABOUT EDITINIAL OR ADVERTESING CONTENTS: Address: LIFE, Time & Life Bids Backersber Censer New York, N. Y. 10120.

ATTACH ADDRESS LABEL HERE

Many married, phone the mafer weeks make Pent mater best at dress and Exp.Code before Mad to LIFE SUBSCRIPTION SERVICE authors at left. Also, plants tocholo your ald address.

Since we are able to answer inputries by relephane, in more ment phase unit your triephane number belon

Nes Address

Zie Code

Telephone Number Area Code

Number

# We wouldn't put our name on it if we didn't mean it.



That's why we think it's important to build you as many kinds of cars as we do—including America's only front wheel drive cars, rear engine cars and true production sports cars. And make features like hidden windshield wipers, automatic level control and factory-waxed finish standard equipment. No one else offers you as much. But then, no one else has a mark like ours.

Look to the General Motors mark of excellence

Chevrolet - Pontiac - Oldsmobile - Buick - Cadillac - GMC Truck

## Movie Stars Scorn it



Hollywood rates Leve strictly "no show" as a beauty soap, It's not, It's not even a pretty soap. Or dainty, or perfumy, or smooth and creamy It's rough, Just feel it. But,

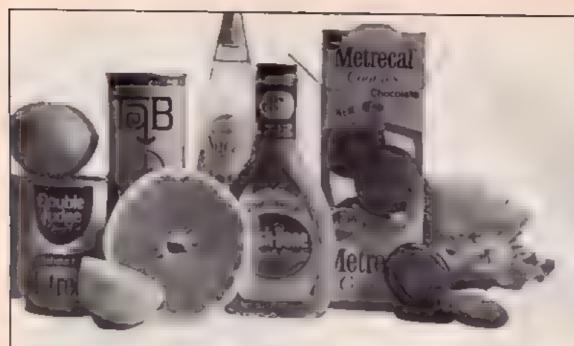
that rough stuff has a purpose. It's pursace.

And pursice makes Lave the best hand toop in
the world for getting dirty hands clean. Clean
Right down to the fingernails. Volcanic pursice, not
beauty lotion, is Lava's special ingredient. So,

when it comes to getting dirty hands clean, don't give the role to a bit player. Get the star— Lava. It's an Oscar winner—hands down.

LAVA

World's worst beauty soap. World's best hand soap.



## There are lots of ways to lose weight,

but Nutrament is the way to gain weight.

All you forgotten, underweight people have been remembered. Now there's Nutrament—a nutritionally complete food for skinny people who are tired of looking less than hest.

Nutrament is the pleasant way to add wholesome nutrients to your diet. 375 calories rich in protein with balanced amounts of fat and carbohydrates plus essential vitamins and minerals.

Drink it like a milkshake. With meals or in between. And you can choose from these delicious flavors: Dutch chocolate, chocolate, vanilla or cherry.

If you're underweight, start drinking Nutrament liquid food today. You have everything to gain.

Ask for it at food and drug stores, everywhere.

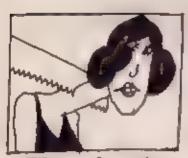
**Mead**binson

NUTRITIONALS



## Avoid Kunaway

Get a Whirlpool Air Conditioner. It knows when to stop.



Who needs a pain in the neck?

panic to buy an air conditioner after a few blutering, aleepleso nights this summer, simmer down. You could end up jumping out of

Before you go running out in a

the frying pan and into the freezer

You see, practically any air conditioner of the right capacity can do a good job of cooling things off. Sometimes too good, in fact.

That's why it has a thermostat



the cooling proc. Or summer sniftles?

ditioner's cooling unit automatically when the room temperature gets below where you set it. And it turns it on again when the room temperature climbs above that setting.

The thermostat shuts off your air con-

Simple? Yes. Effective? Not quite.

Even though the cooling unit shuts off,

ess still keeps going for awhile. Long enough to pull the temperature down below your thermostat setting.

And if you think this runsway cooling doesn't make much difference, just think back to how you shivered when you walked into those chilly movie theaters and department stores last year.

So what do you do?

Well, you can always set the thermostat at a higher level. But then the cooling unit won't go back on until the room temperature gets that high, too. Which means you get warm again before you get cool again.

Or bareback goose pimples?

Of course, you can keep getting up to change the thermostat setting. But then you become more automatic than your air conditioner

Actually, there's a much simpler way to headle the problem. Just buy a Whirlpool air conditioner

Whirlpools smooth out the ups and downs of the cooling cycle

Because we've given them a special sensing device called Comfort Guard\* control - a sort of thermostat for the thermostal

Wath Comfort Guard control, you don't get cooling overdose or underdose

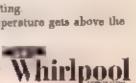
It simply shuts the cooling unit off before the

temperature gets down to your thermostat setting.

And it starts it going again before the temperature gets above the thermostat setting.

You might say it thinks ahead.

Which is ail we're really asking you to do.



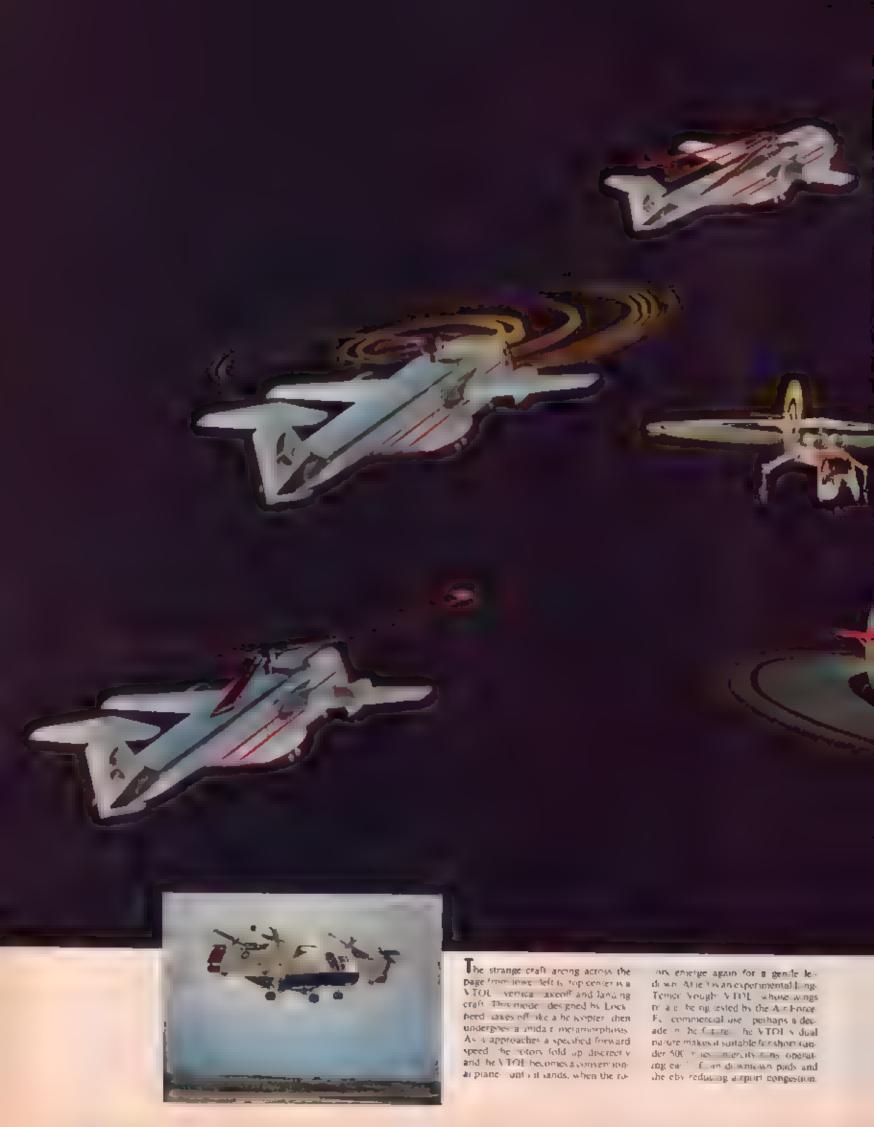
Or midnight

frostbate?











Taking Off from Downtown

Thatever the comforts and pleasures of the trip itself, her are frequents hierard out his he agons of period to and from the airport. Air trace time to he U.S. Northeast has been suffer an the past, we ears but in the same period a point to city time has increased 50. As highways give in the congested and a spirits move as their away from he cities, he

problems on the ground can hardly dimarish. One pess ble answer is the Sikonski Budd is interprior above now being essed in Los Angeles. A passengers will diboard a bosin the obvious a grant he interpret would sharehold by he has an alebose is at the army of openhals next a warfing process that or make or minuting he wing text from next or or for nomine.



The glearning alimnium car above is a protest spe for the hist is ge mass rans I system to be his in the LS of Sector be have a Rapid Transit BART to be San Franciscours BART with he for mer of cievates is that uncolours of the form of the form of the san Franciscours of the flay) inking San Franciscours of the flay) inking San Franciscourse the flay) inking San Franciscourse the flay) inking San Franciscourse of the flay inking San Franciscourse of t

to Oakland and 13 other towns BART's hunders here will be so fast so consenier so each nomical and a pick one for right has wite staffed seast carpetes and no a taps become ever one say BART officially will have a seasy that some 100 table pieces without communicies will be induced to leave ears at heme or ensoy the 40 mph. de to the cits

## Bitterest Fight:





## New Mass Transit vs. More Highways





When former Soviet Premier Nikiin Khrushchev visited the U.S. in 959 he watched amazed as hundreds of curs jammed serous San Francisco's Golden Gate Bridge on their way to work, "Why he exclaimed there is only one mon in most of those cars!

The absurd mefficiency of a 4,000-pound, 350-horsepower ve ticle with a mere 200-pound pay wed apparently struck Khrushchev as the height of capitalistic decadence. Yet his observation pointed up the prime barrier facing de velopers of U.S. urban mass tranur the average American slove for his car. He will endure stiffing exhouse fames, dense teaffic jams and exorbitant parking feet for the privilege of traveling door to door in private Eight out of every 10 L.S. commuters use their cars Muss transit is considered chiefly the unhappy recourse of the less advantaged. As a result, the once extensive network of rail and bus and appearances to curious and relatively swift in their salad days

with the a state of advanced uccas The wondrous old East Court Inviley stretching unbre ken from New York to Portland Maine is long gone. Many newer cities, such as Houston, have almost no mass transit, and it is vittually impossible to get to work without a cer-

Yet the auto's pressure on cities is reaching dangerous proportions For those who were in Boston on Dec 30, 1963, what happened seemed but a preview of horrors ( ) come. That afternoon all eny trait he ground to a complete halt in a goant traffic jam. It took police until 9 at night to untangle things

A return to mass transit is an obvious solution. One track of transit can carry as many people as 20 lanes of highway and eliminate the need for downtown park ing. Yet since 1956 the federal government has spent 100 times more money on highways than on mass transit. Over the years the American's affinity for his car spawned an intensely effective highway lobby a well-organized group of producers of cars, orl and tires, as well as auto clubs, the highway construction industry, and thousands of politically appointed highway officials. The lobby never ceases to point out it represents unnual sales of \$70 billion, 10 of the gross national product, and employs 12 million people

The great achievement of this group is the highway trust fiind which gets 4¢ from every gallon of eas sold. This fund finances 90% of the Interstate Highway System, which President Eisenhow or called "the greatest publicworks program in history." It has indeed, produced magnificent es panses of smooth, safe road across the countryside. But in the crites it has added to urban traffic problems by attracting many more cars than city traffic and parking see tems can handle. The situation will ect worse. The highway program will spend \$50 billion (half in ur ban areas) on 41,000 miles of new highway by the end of 1972. Since all gas buyers pay the tax, one expert estimates the typical rush hour motorist on a costly, extra wide urban expressiva) actually receives a subsidy of 10e a mile crough to pay for oil, gas and

car depreciation

Critics point out that where highways are paid for by manda tory taxes, mass transit--railroads subways, bus lines has been forced to pay its own way and also make a profit a difficult job for a highly expitalized service fully or szed only a few hours a day Rollman and view \$200 mil from a year in property lakes. Maincities have had to take over operation of ailing transit facilities, but have been to a ant to spend scarce total funds for modernization Thus, existing mass trained becomes ever shoddler and less at tractive to drivers

Meanwhile huge chunks of rev enue-producing downtown land are being eaten up, between 1962 and 1972, an amount of U.S. land equaling the combined areas of Washington, Boston, San Francis co and Buffato will be covered with concrete. Over 50% of the total area of sprawling Los Angeles at ready is either streets, highways or parking lots, "Soon there will be no point in going anywhere shrugs one transit expert hecause everywhere will be covered with concrete for getting there

he concrete invasion has oppose nents though mostly for esthetic reasons. In San Francisco, princy halted one elevated freeway in midconstruction. The fiercest fight is to New Orleans. Highway forces aided by local political and commercial interests, are trying to build a six-lane elevated highway smack through Jackson Square, the city's most famous landmark Says City Councilman James Moreau, a for mer Marine who is leading an angry pack of dissidents, "Highways can deserve our country as permapently as bombs

By contrast, Philade phia, where only one expressway has so far been allowed into the city, 72% of commuters use the financially healthy transit system. Other cities have shown real progress. In Chicago, which took advantage of a 964 law (though the total appropriation as now fixed at only \$525 million) permitting the federal government to pay up to two thirds the cost of new transit systems, a 70-mph rail system, called the "Skokie Swift," has attracted 7,000 daily inders against an expected 1,500. Next year Cleveland will open the country's first rapid transit from a downtown section. to a major airport. And last week New York's Governor Rocketeller signed a bill that provides \$1 biltion for state mass transit and sets up regional planning in lack of which has empeded transit projects p many areas.

But most e-ties remain obdurate ly car-happy. Los Angeles most of all Endless "fensibil ty studies point out that the 17% of Lot Angeles families -many in Watts who do not own a car are virtual v mmobile. But nothing resembling mass transit has gotten beyond bluegrants. Antstrangit forces have bired Spencer-Roberta (the public relations firm that helped elect Ronald Reagan) to promote aid more freeways. The area strendy has 400 miles of attenes, plans calfor 1 500 more in Detroit, the transit study is headed by a former official of the state highway deport ment who read by warns mass true sit "may be deficult to just by

In the face of substantial public areathy and bureaucratic reluctance. San Francisco's Bay Area Rapsd Transit (BART) has foomed as the great hope of the masstransil forces. Yet BART has been beset by lawsuits, ungry resignations, disputes over esthetic de sign and costs escalating to \$1.2 billion Of the total BART cost the federal government has kicked in only \$26 million so far But at least BART is being built

In other cities, meanwhile, the love of man for car may be turning into a feeling of entrapment as he waits anxiously in commuter traffic for the car alread to move There is no shortage of ideas for mass-transit solutions. The tech nology for a great revolution has long been ready. "The subject of mass transit has been studied almost to death by technical experts," says a transft official. "It's time for the politicians to get moving on their responsibilities."

CHRIS WELLES

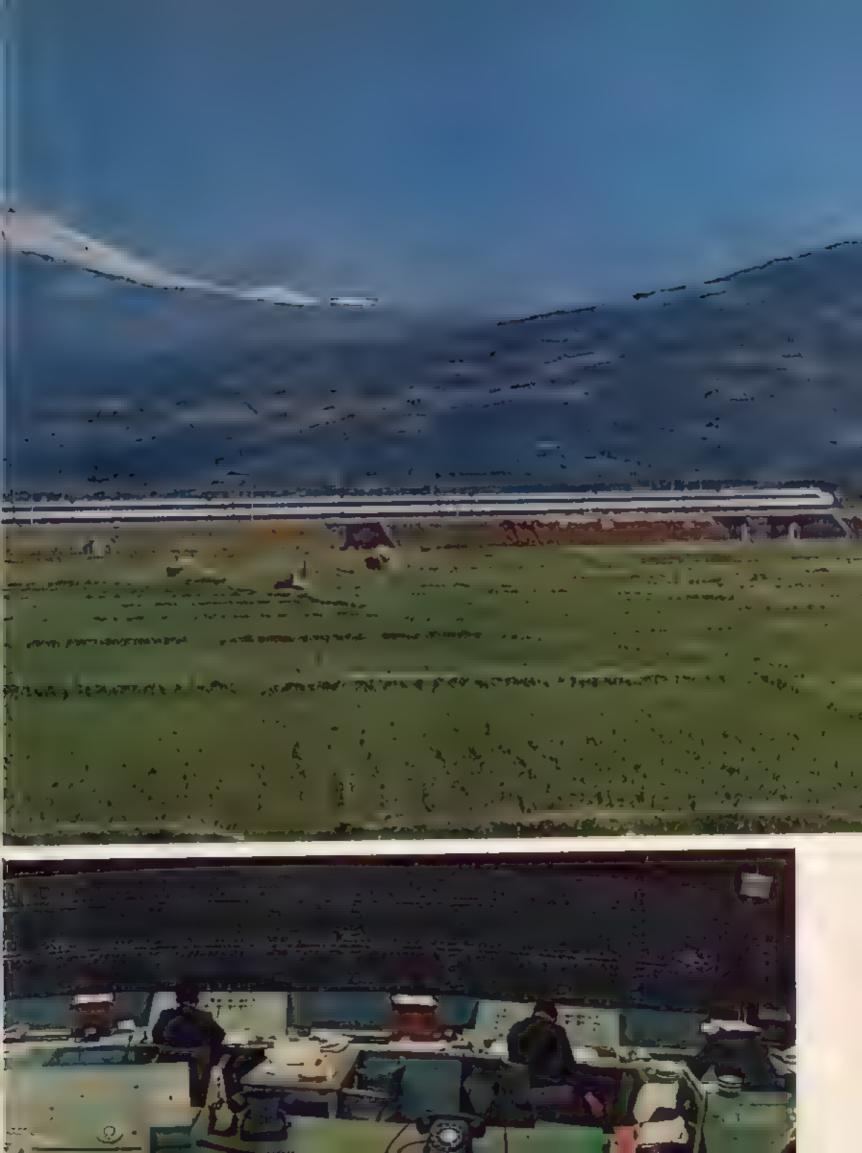


Highboting past the base of Mills or is 30-inph sprint from To-kvo to Osako, the svelte Japanese passenger frain Tika di may heraid a world renaissance in rail rase. In two sears, the government-owned electric rain which covers the 300 miles if uncurved track from Tikvo in Osaka, in free hours has already recaptured a substantial percentage of Japan's domestic air raffic, Everyface of the train's operation. Frain paissenger seating to speed is charted

by computers in a Todyo control room (right). The majorman just ac oclerates. In the determined speed, then watches the countrivinde him by A histories the countrivinde him by a special watches to conder project begins running. Of plushingtons of Boston. The specially built trains will be operated by the Peonsity value Rashina and the New York. New Haven and Harrford Rashinad.

## 'Computer Express' Roars Past Fuji







#### 250 miles an hour on a cushion of air—

Whooshing down a concrete track subside in Paris turboprup lengine print uding like a hugu parking me ter is the French Aerotrain The idea is to attain ground speeds comparable to air speeds for incomediate-distance ravel This frain built by a French firm with govcroment backing, can do up to 150 mph in ng on a minute cushing of a tabove the concrete raincipal History staft which operate on the same moneyple high water are notheration in he lingis to human land we blanday Dismed piver or recognised got experimental Acritions funtting between Paris and Orleans by 1970. But first the trans Plantage Suppleving farmers, who complain the house rattles their livestock

#### -or through a tube at 500 miles an hour

Familiest-out proposal made set for high speed ground tansportation whe lune Call. Scientists at Rens. schaer Polisies one Inschole are a work in me (show) mside and masside at gir. which like he herotran. would ride in a cushion of air. When air, it socked in through an make jet and them to be man be tank vair reach sneeds of 500 mph and up. The whee could be tocated a ther above ground h sinderneath is Cameria Scient is 1 arm Fewards fasors a similar upe into his stain would be powered by pneuma ic pressure such as department stage or office. message thes The same method was ned in the host New York subwas 97 years ago before the system was replaced by elevated trains.

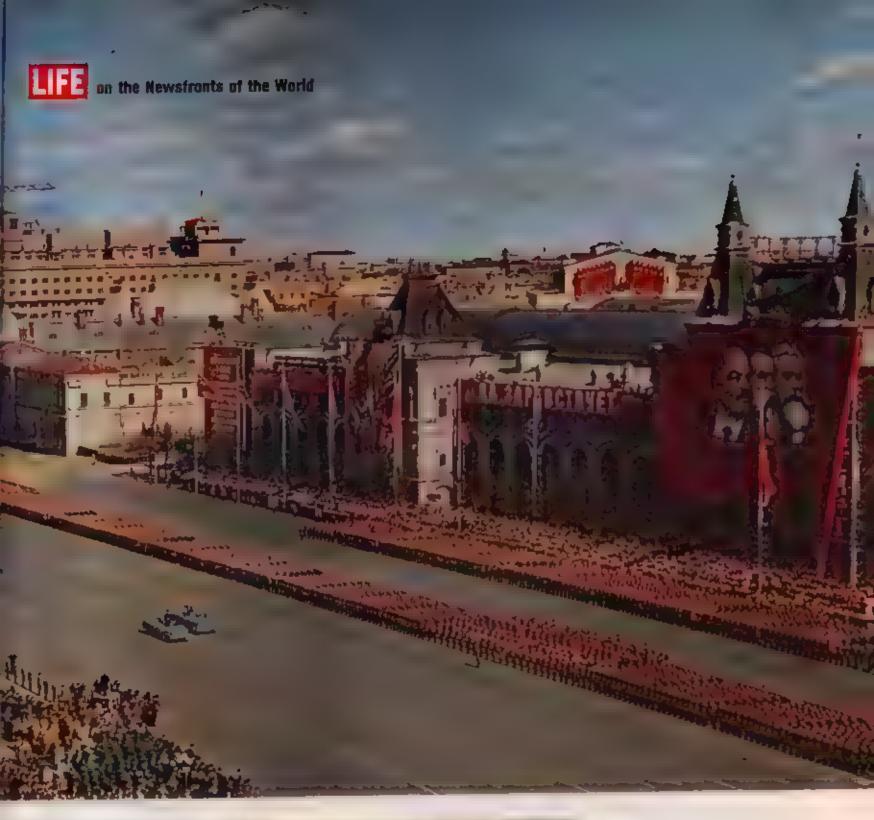




#### Panorama of Moscow colebrating May Day

at was May Day in Moscow's Red Square. Before the parade passed the reviewing stand high on Lenn's tomb. Marshal Grechko, new minister of Jefense tin car closest to stand), exchanged salates with the parade commander. Chinese diplomats walked but when Grechko continued them. In this extraordinary panorama, from left are Kremlin wall. National Hote in background, twin-spired Historical Museum, Moskya Hotel with crimes above and banner-draped. Gl. M. department, store







## A king on display, an ex-premier under arrest

A prisoner of the mhars copy wach served Creece 101 Max 51 79 year old former Premer the rge Papa idreno (167 set discount as hispara Meanwhite as far less may 10 may 10

## After 116 Years, a Plump Little Dutch Prince

Do not suppose that he not share of the Dutch is celebrated with at cause. Holland's royal House of Orange, which is Europe's oldest reigning dynasty, and one of its richest, has endured for 400 years despite an infirmity that could be considered as remarkable, in its own odd way, as the fumous Hubsburg jaw, or even the disposition of the Bearbons toward hemophilia. The problem of the House of Orange is an astonishing intecandity Prince Philip William. who ruled Holland from 1584 to 1648, had no children and the costs passed to his half brother who also had no children. And an

with frequent lapses, to be sore a which the royal family did have children—it went. In this sentary, Holland a royal family has, in fact produced an abundance of children, but all of them pirk. One queen has succeeded another Wilhelm na produced Juhana, the present monarch and Juliana Juhana has had four children Corls, of source

So that a how things stood oilt a w. Two weeks ago, to the aston-shiment of all Holland. Princess Beatrix, Juliann's daughter and beitess to the throne, gave borth not to a princess but to a bond fide plump little prince. W. Ilem Alexander. B. Ibs., 6 oz., the first boy born to the family in 116 years.

Alexander who presumably wilbe king one day, probably has saved the House of Orange from the fate the Habsburgs endured in Austria, in 1918, and the Bourbons in Spain, in 1931. A beerdrinking, determinedly patriarchal people with a fondness for pulling on clay pipes, the Dutch have not suffered the inadequacies of their rulers in wlence. Their fondness for republicanism has grown stronger, their parliament more assertive An influential Dutch politician, who last year gave the House of Orange only 10 more years on the throne, sampled national sentiment last month and said "Now it looks more like five

Now it looks more like anoth-

h is not quite fair to say that Alexander has saved the monarchy. That honor and city of geneticists, belongs has been pronce Claus. "It has long been Enperturbed by protests, Claus and Beatrax bearned when their hetroiteal was announced in June 1965. They their in February 1965 at the Swits along resort of Gistand Befow in their new pride and joy, Prince Willem Alexander at one day in a pictoite taken by his tainer. Prince Claus





known says Professor Landrum Shertles of Columbia University

that the male governs the sex of the offspring. But what an extraord nary report there is here! When he married Beating in March 1966. Claus was cast as the virian who would put he final kibosh on the House of Orange.

Claus von Amsbere 40 was a German commoner and until his marnage a small-time civil servant in the West German diplomatic corps. The Dutch resemed the marriage in part because he was a rabid sports car haff. The Dutch

well they be leve in basic transportation. They resented the marnage even more because Claus was poor. The only sports car he had been able to acquire before his marnage was a second-hand Porsche, By marrying Beatrix he acquired never in od how many spanking new sports cars—along with an \$85,000 annual stipend to be charged to Dutch taxpavers, and a claim on the 5 00 mt ton House of Orange fortune. A notonously thrifty reciple the Dutch would have preferred to see Beatrix matry semebody with money of his own, as dio the Norweg angirl, not even of rova birth who married a Rockefeller.

But what bothered Ho and



The news a bushroke up a stale dimner when was phoned in the Process Consint Benthard above rights. A boy he showed and jubias on reignes, Below Cours wilds his new nor at the hispital while in side origins crowds of stonents celebrate



most and no unreas nably was the in 1944 45 Claus had worn the uniform of the Hehr muriti and before that had been a member of the Hiner Youth During the Occupation Cerman troops is led some 250,000 Durch,



and the survivors have not for gotten a "Sta de Mal up de Rap Wichelmina had advised her people on one occasion. It means Hit the Kraut on the head

As the wedding last year the eight footmen abound the golden couch in which Beatrix and Claus rode were buliethroof vests under their colorful livery Crowds who in other circumstances would have been shouting "Long ive the

Queen veiled 'Long live the Re-

There are no smoke or mbs going off now those expresions you hear in the background are the works. Bands pital and stolid Durch burghers dance in the streets. The crowds which would not come out with "Long Lyc. the Queen now jam the area before the palace in Amsterdam to shoul."

Long live the little Prince, long

live the House of Orange In

Dutchmen now say fielly. The monarchy is sayed. As stones of princes and princesses will therefore this one ends with the assurance that everybody is to me happily ever after All this however may depend on young Alexander. One hing sure is depends on his ability to produce hears.

STEPHEN MAHONIA

## Presidency by

by HUGH SIDEY

## More at home with the have-nots

A sensori of frantic presidential travel has brought home some propositive forths should set be not a temporal that he is more at more in the undeveloped great than he in in the advanced scenetical that the Meking River Valies presents problems that are closer to his heart if in the Rome and that the publical duringue in Europa is not deads so compelling for him as the talls in Uruginy and the Philippines.

Any funt of this in the White House is not with heated denials that the President ever shows partiastic to any puris of the giole at the expense of others. But it is not possible any longer to mask the fact that Johnson is usually uneasy and often bored with the intro are passe goldines of barope. As long as he is the Persolett borong totally untirescent creaminations, the backward countries will have freeze are according towards.

The heat is course to the war in Vieto must font-son's mild imbiference to his cope can be no more middening to hardpeans than their attitudes are to full. I their lick of understanding, as he sees it

about the conflict and what a basic struggle it is, both for civilization and for L.B.J.'s political life. The President's feelings could be read in his face a fortmight ago thre day in Germany his lips were present together and his mich somber, as he tried to persuade West Germany a Chancellor Kurt Georg Kossinger to show more concern for the downtrodden. and to realize why the U.S. might have to eut its NATO forces to help its Asian ef her A few muses later back is the US his face was a ight at the words of General William Westmorefand, who peremoed with the parest of patrio is fervar to aphold the American commissioners to a smale confused nation to hight to bring the good life to millions of people ravaged

The problems of Europe are not the kard that appeal to the populist metical tions of President Johnson, All his life. he has waged his most energetic battles. for the Condamentals of the better life like cheep power, natritions food, univercal medica are and odoration. He has feeling and convoltons when he talks these finings user with the teaders of Ana and Facili America who so desperately need them. But malege problemation, NATO strategic considerations and Convictor Market dilemmas are so complex and so entwined with the sensitive national feelngs and the mounting egos of the Loro pean cades that the action-oriented I showon cumout altogether hade his amразение Посс в со разе и Елгоре where Johnson can stand on a littliop, as he shill hast fall in Korea, and overwhence an lage elder with a some of a power grid down the old gentleman's valley. The view from the Rhine logolands was a for est of antennas and high tension bucs. There the problem hole down to how to make a good life better That Johnson dure not care to deal with each sophie tecated problems abroad to a solid fact But that he does not understand them is a risky assumption. He movitably absorbs more than he lets on. Still, he is never very my elections about his priorities.

Sometimes these exenings when he has

a space manute or two to thank above such thangs, he compares I coupe with his older daughter Lynda, who is 23. It is time for her to be on her own—she can now help berself and can even turn and help others. To the President the backward countries are like the new grandchild expected this spring from his ye mass daughter Luci. That infant will need most of the attention and race

Victoria, of course, would be Jourson a mem problem no matter how he was per sonally melined he is stock with it. And he is admired and more warmly received in Son and Latin America because the U.S. presence and only occupantly needed there. Europe does not necessite 3. Sciones Is so much, and it shows an evitating independence. This might be impossited if Europeans also showed more warmth for Johnson But except for Harold Wilburg's generates and a few kind words from West. Germany - Preudent Henrich Lübke, there was not morely complicating the Press. dent during his three days in Germany. Uthough Johnson and Charles de Gaulle - of with their shear too ald up family the Requient for Kon ad Adenotes they were at wast a coupe of light-years spart, and none of the powed handelesps so wide Is pertured brought them closer. There was a persectent background comparison between the President and Vice President Hubert Humpbrey, who had not finished the European creat. Thumphrey was the clause of many sufficential I impeans with their highly developed intellection) palates. -they were pleased by the York Prescont's wide-ranging knowledge and dolighted by his wes wit

It can be argued—and as by many presolential scholars—that the man in the White House does not have a great deal of choice about the peol lens he gets or even how to deat with them. Perhaps that is so but the Presidency still is a lighly personal office. What pleases and platates, what introgues and gratifies what shows lates and flatters the man in the Oval Office subtly regulates the pash and one practites in the affairs of sate il as in the long run shape the eta.



In Know hast full, L.H.J. sens in his element, receiving from a citize class or painting absoring base 1.5 and had belond collapses boost ever every



## You only have to call them once when there's Chicken Noodle Soup for lunch

This funch will never get cold waiting! Campbell's Chicken Noodle Soup is the children's own special favorite. They love those generous plump noodles. That tasty chicken broth, Those bite-size chunks of tender chicken. Want your children to come running? Reach for the Campbell's, It's right on your shelf.



## IT'S THE SENTIMENTAL Has "THE GIFT THAT KEEPS

Gifts for mother: The informer (A) clack raid a wakes you to music from F M or AM raidion or buzzer a semiline of the grown raidion of buzzer a semiline of the grown raidion of the language of the specific grown raidion of the language of the specific grown raidion of the language of the specific grown raidion of the specific grown raidion of the language of the specific grown raidion of the s

Gifts for dad. Cive him the Branch AM radio that sweighted to stay per where the last radio on the wintering beautiful Admir. Configuration of the programmer RCA so dispiper characteristics. The Powerf of the workness of the post of the color characteristics.



## SEASON...& RCA VICTOR ON GIVING" The Most Trusted Name in Electronics

Gifts for the bride: The Standout FM AM radio Elis RCA villor sinew es to high perior hance. The Retroin Filis portable stered that slensy on lie budget Has I wish Town speakers. The Trie is and Moid ernist. H) offer 20,000 your chase 2, 172 sq. in rectangular pictures.

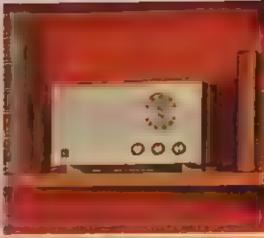
Gifts for the graduate. The Dandy is is a value priced FM AM table radio wite great or a o y \$ 149 . The Worke , his power and funer in Do nine grapishar, and ear 7, sq n rectang officture (in y\$99.95 " The Contract with as a story in rentangular picture 3 way power

















### Will you pay the price of a Cadillac ... and not get one?

Literally thousands of people are driving cars that cost as much as a Cadillac—yet provide far less in motoring satisfaction, distinction and lasting value. A few minutes with an authorized Cadillac dealer and a few miles at the wheel of a Cadillac can prevent you from making an

unnecessary compromise. The fact is, if you replanning to bus in the medium price range, an investigation could show that you are very close to a Cadillac in cost. And it is generally acknowledged that a Cadillac boils its value so well that it actually costs less to own than many lower

priced cars. It ght now, your authorized dealer has a fine selection of models and colors—with all the advanced engineering superb performance and many safety features that make a Cadillac a Cadillac Fivery year you wait is costing you its price in personal pleasure and sausfaction



Your Cadillac dealer has the answer.



## The Mark of Zorthian



On trip into fleid Zorthian onverses in sign language with woman in dine. Dinh

Sugar, go on a the fichiyou is be excited about what we re duing here. You feel renewed confident "" The U.S. civilian with the toughest job in Vietnam is a burly 46-year-old Armenian-born former Marine named Barry Zorthian. Others have to fight the war but Zorthian, as the on-the-scene boss of U.S. public relations and psychological warfare in the country, has to explain it—to the American press, to a disturbed and often skeptical world, but most important, to the Vietnamese themselves (above). The wide latitude Washington has given Zorthian and the burning conviction, energy and sheer physical courage he

brings to the job have marked him as one of the most powerful Americans in Vietnam and have won him the nickname Zorro. By sparing no effort to keep himself informed and by releasing far more univarnished information than his predecessors ever could, the hard-driving Zorro, himself a former newspaper reporter, has won the respect of an initially cynical press corps I am a communicator," he says. "I believe in what the U.S. is doing here. We are trying to help the Vietnamese ignite a social revolution."





At a reception which he gave in Sugan for some visiting from he U.S. Zorshian regales his Vietnamese and U.S. guests.

Frike to get everybody in come to Fremum Litim Eknow a person whichas spent a few weeks who has not been impressed.

Touring north of Saignst Zorthian and his guard pause aimd well-tended paddies.

This is an old Vietmanh province (t) good print to get a most section of the war.

Sprawied a bis affect Zar bian confers with Jone Stones has consistent a press affairst

office exament and press interes, always are in with forms must be show conditioning the press but it is paid that we among ...





# Colorful Spring Outfit. Less than \$20.

It's all there.

Everything to catch the colors of spring. Beautifully, and so easily

There's the famous Kodak Instamatic 104 camera that loads instantly No threading. No fumbling.

There's the Kodak color film you just drop in. And the pictures you get beautiful, sharp, full-size color snapshots.

Color slides, too, when you want them. Or black-and-white maps.

And then there's that great little flashcube. Indoors, just pop it on for four great flash pictures without touching a bulb

All this in a camera so compact you'll take it with you wherever you go

There are other Kodak spring outlits at other prices.

See them all at your Kodak dealer's.

He'll outfit you in style.

The Kodak Instamatic 104 camera.

### 'Barry works twice as hard because he



Before war map in JC SPAO building in Saigon. Zorthan joins General Westmandand, whom he alks to severa times a day for a briefing session.

am convinced, savs Barry Zorthian, "that we will succeed in Vietnam. He states this from a unique vantage point he has served in So gen longer than any other sensor American official but General Westmoreland, and in the process he has matasted two U.S. ambassad in and lived through live Saigon governments.

Zerth an s. 500 man organization the Joint United States Public Arhars Office (JUSPAO), in small hes de Westingreland's 415 000-man army. But the mark of Zonto has been left on everything from pacification to pulice forces to reaged programs to the social press. Hew major U.S. decisions are reached in Sangon without his approval. "Everyone here tasks about Victnam but Zertham's his tened to says me colleague, because he knows the saire.

When Zerthan arrived to Victoriam in February 964, few gave him much chance of success. The psychonogical wurfare campaign against the Victoria was in a state of collapse. President them had fallen and a power struggle was in progress. With the Victoria

virtually unchecked and growing stronger every day, the U.S. military, the Agency for International Development and the U.S. Information Service were feuding over who should concrolline. Pay War among the dispurited and demoralized Smath Victnamese.

The present peritical situation looks awild be calm compared to then. Zorthian says Every day was a cross day

hase who predicted faiture for Zorthian misjudged him, "Barry," says a friend works twice as hard as anyone e se because he thinks to was born two steps behind." He was bornin Kutabya, it what is now central Anatolia. Turkey. His father an Armen an writer fled the 921 massactor of A memans and took Barry 1/2 to America set thug in New Haven Conn The eider Zorthum began a new life as a punts-presser and instruct in Barry and his two brothers the traditional Armenian respect for learning. A brilliant school record. put Barry int. Yule Citaquated in 1941 he became a reporter in New

York then rushed to a Marine recruiting office when the Japanese bombed Pearl Harbor. He faught his way all through the Pacific.

A major at war signd. Zerth an returned to his newspapering, then sound the newborn Voice of America as a rapio news writer. Nine years later he had risen to No. 2 man in the Voice only to quit o take a job with the C. S. Information Agency's post in India.

That decision was the turning point of his career. As one friend says at thus period. 'He is a great taker, and I think the Indians the ly met so neone who could tak longer and a goe better than they could. They were charmed." Also pleased were the journalists he dealt with who found his frank test is happy change of pace from the roads of the samplest.

Washing in was taking source too, and Carl I Riwa, then he freet in five USIA, decided he was just the man to take charge of the backy rayed public relations and psychological-war are compared to victnam.

His first job is the new post was to win the confidence of the U.S.



### thinks he was born two steps behind'

press corps to Saigon where as one correspondent recalls it, "the credibility gap was invented." Zorthian tackted the problem characteristically. He released what seemed by comparison a floodrade if orformat in for the correspondents. Argaing with associates that we cannot exist without reality as a base," he told the press that "if I cannot talk about something. I simply don't talk about it. But I have never lied to the press."

Today Zortman's word is one of the unsulfied few in Saigon. Thus, when Ramparix magazine said the U.S. and its allies had caused "at teast a million child caughtes since 1961. Zerthian's rejo inder was received with respect by most correspondents. He called the report a "fantasia" and pointed out that the U.S. is now making a service statistical effort to keep track of civilian cassasties, which inevitably are tising.

Zorthan thinks almost everybody should be serving in Victnam. The priority is here—he's fond of saying. This war requires the best we have the nation's interest must e-me first. A shough he's quick to praise other U.S. organizations in Saigon, he is convoiced that his own outfit is the best JUSPAO this year will spend more than \$10 m.L. in waging psychological war its Vietnamese and American employes are everywhere using a bagia of psychological weapons on he Vietname.

At night planes with Zorro's people aboard drone over enemy positions playing funeral music then broadcast a child's voice cry ing in Vietnameie, "Daddy, Daddy, please come home." Before Zorro's plane wings off, thousands of safe-conduct passes get dropped to the Y C.'s jungle lair. On the ground Zorro's 36-man armed propaganda teams move stiently into Victoring villages. Using the Communists own techniques, at times they round up pensance at gaope at for prepaganda lectures, at other times slip into a village to kill a sleeping V C cadre.

Others of Zorthum's forces help the Viennamese government tel. Is story to the Vietnamese by handing out soap, pens and other gifts wrapped in South Victnam's coors, by printing propaganda leaf-lets, preparing dozens of hours of Victnamese broadcasts, and even by paying actors to visit hamiets with shows in which the good guy is a ways the government official and the had guy the Victoria

No project cheers Zorro more than the Chica Hot. Open Arms) program of the Victinamese to give amnesty to any Viete ing who raises defects) to the government Of some 20 000 rathers thus far at least a third credit Zorthian a psy-war appeals.

Zorthran has one brooding regret about his post the enforced separation from his wife and two children. To be near him they have taken up residence in the Philippines, north of Manila, and be visits them about once every three months. At times he has considered resigning or seeking a nice quiet decompression post

"But," he admits, "this thing is in its second half now—or maybe its second quarter—and I want to be around when its over."

MAYNARD PARKIR



Zorthian six fe and wo children are living now in the Philippines to be near him. Here, on one of his visits, he and Markete supply take a small.





Charlie Smathers drove 250 miles on his vacation. (This car was never out of the garage)

When you want trout, you go where the trout hang out. And no scheduled airline can take you right to the edge of that remote mountain stream.

But Charlie untangled that snag. He simply asked his Travel Agent to

handle the whole trip.

First they put him aboard a big United Jet (charged the ticket on his United Personal Travel Credit Card). Then he polished off a six-course sirloin steak lunch. He took a short nap.

When he awoke at his destination.

there was the rent-a-car his Travel Agent had reserved for him (charged that, too). Charlie just piled his gear in the car and headed for that stream.

Now he's home, proud as punch, after discovering a new part of America... without backing his own car out of the garage. All thanks to the airline which flies to more of America, more often, with more jets, than any other.

Charlie loves to brag about United.

Between fish stories, that is,

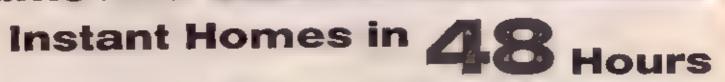


fly the friendly skies of United.

Elegen-pear-old Hector David takes last look from family a shabby restroad flat Walls and windown are marked to direct weakers

BUSINES\$

### Out of Slums into



Carrying coats and scatcases, II families recently trooped out of their decaying rat-ridden slum apartments on New York's Lower East Side and moved to a nearby hotel. A little over 48 hours later, they moved back. Everything had been changed except the address. The apartments gleamed with new walls, appliances and plumbing. The rats were gone. The fairy godinother for this transformation was "instant rehabilitation," an experiment by the Department of Housing and Urban Development (HUD) and a private foundation which could lead to a dramatic revitalization of U.S. cities.

Until now, most urban renewal has been done with wrecking bads and buildozen. The resultant high-rent buildings which replace the tenements have caused the old tenants to leave the area | for new slums. Rehabilitation, where feasible, preserves ald neighborhoods with minimal dislocations and at one half the cost of new buildings. Yet, despite existing federal programs, tisking big sums to be up low-rent apartments has not been attrac tive to private capital, Now many plans are being proposed to lure private tech nology with federal financing, tax incentives, and rent subsidies for low-moome tenants. Several large corporations have begun test projects of their own (see a 60). With five million substandard homes in U.S. cities, slum rehabilitation represents a potential \$50 billion market.

Wreckers more in to proceed interior of Davils flat, prior to arrival of corporaters (next page). All debris is chuted down to trucks.



While supervisor with waltretalkie directs crane on street below preassembled circs of hitchen and bathroom units are lowered through a shaft cut into the bailding a floors.



## Through the roof, new kitchens and bathrooms



Monitored by closed-circuit TV and directed by "systems" techniques which divide rehab into minute by minute schedule workmen there were 250 in all install adjustable windows and plustic-coated floors and walls. After cores are stocked in shaft, sdiffices are hooked to water and electrical outlets.

Hector Davio and brother Gregory. It their, examine their new kitchen In addition to fixing up the apartment the crew exterminated roothes and rath The 15 units in the 72 year old building were completely renovated in 47 hours, 32 minutes—eight principles ahead of schedule.

## very special



No tire does more to protect the very special people in your life than the famous General Dual 90 °

Because we designed this great safety tire to protect your loved ones, your little ones and you. That's why Duat 90s seal punctures automatically, as you drive Why Dual 90s and only Dual 90s

give you the all-weather stopping traction of exclusive dual traction tread. And wby Dual 90s deliver General's maximum protection against blowouts.

If you think very special people like yours deserve very special tires like ours, make a date today to see your General Tire Specialist

The Dual 90 way of Life





This tiny, new Zenith hearing aid is the sound of

Big Ben. the Indianapolis 500, Malibu Beach. Beethoven's 5th. the 5 o'clock rush. Opening night. "Play ball", clocks ticking. a puppy's whimper, the coffee perking, soft summer rain. and... "I love you."

This is the size of sound. All the bright, beautiful, exciting and delicious sounds of the world you live in

Sounds you may not be hearing as well as you once did Or hearing at all

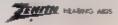
This is the size of an astonishing Zenith hearing aid. One of our 15 different models. So tiny, you wear it in your ear

After you ask your Zenith dealer, listed in the Yellow Pages, about it, you may well call it a small miracle.

Zenilla Radio Corp., Dept. 215, 6501 W. Brand Ave., Chicago, M. 60635. Please send the your booklet. "An informative Guide for the Hard of Hearing." plea Zami's resping aid literature.

Addraiss City

The quality goes in before the name goes on.



In his office in Horlem tenement, Warren Obey, U.S. Gypsum's solesman burned project manager, discusses his hard-wan insights as a de facto slum landiord

#### Trials of the Man



#### from Big Business

On the same April morning that politicians were toasting the success of HLD's "instant rehab," Warren Obey sat at his desk in a dingy tonement 97 blocks uptown, gamely coping with another experiment as show improvement - this one sponsored by private enterprise. By normal vocation, Obey is a salesman, and a good one. By chance, he has spent the past two years as a de focto shum landford, building superintendent and fatherconfessor to this one block to East Harlem

U.S. Gypsum, Obey's employer, had decided two years ago to try fixing up a shifts area on its own-experimenting in the economic applications of its many building products to the potentially luctative sluts renewal field. It was the first major U.S. corporation to try such a project, and other firms are watching it closely Many have sent representatives to vint Obey in his Harless office. A few, like Armstrong Cork, have already tried experiments of their own. With the help of federal financing, Gypsum bought so grumbling tenements on East 102nd Street and placed Salesman Obey at charge of getting them rehabilitated as quickly and cheaply as possible. A great many of his tasks, however, would be hard to find th a standard marketing manual

When he first appeared on 102nd Street, Obey was greeted with complete suspicion. First, be represented Big Business, beyond that, his smooth-talking salesman's pitch was emmerating the same promise local politicians had made, and defaulted on, for years, suprovement of the neighborbood, decent living conditions.

On one early occasion he was stunned to find humelf surrounded by a gazg of toughs, hadly out of sorts because one of the buildings to be evacuated for rehabilitation housed their favorite pool ball. Police were nearby, depriving him of a critical chance to test by salesmanship. Most of the croses have been less dramatic things like broken plumbing (with accompanying hysterical housewife), picked locks, reaches and rate or the unreleabilitated buildings and theraustate that didn't work as the apartments that had been refurbished

"I'm a salesman and I like people," he mosts. "That's what you need for this joh." Customer sales techniques were less meful to Ohey's mevitable dealings with City Hall bureaucracy. He chaired as the Gypaum project was held up for weeks awarting approval for use of a new moneysaving wallboard

On another occasion, a minor official Sabbergasted hum by suggesting that Gypsum should testall wood floors and elsvators in the buildings. "Ten years from now, we'll talk about these," Obey sputtered. "But we're trying to put these apartmenta in shape for \$11,500 apace. You've got to walk before you can run!" Relations with City Hall, he says, are much better now, due in no apraid part to the accressed interest of politicians in stum rehabilitation.

Obey has also had his frustrations with abor amons, especially when Cypnonic tried to introduce new methods and materms. A jurisdictional dispute between the electricions and corpenters over who would matall new radiant-heat ceiling panels stailed the matallation for four weeks. A citywide plumbers' strike beld things up another us months.

Deey, salesman that he is, remains optimistic that Gypnam by this experiment will be able to lure more industry into

the slutte. He talks enthusuatically of the 10 other tenements his firm will soon tack. le at New York, Chicago and Cieveland. He has become deeply involved in this neighborhood, and he wonders aloud how much these showy new apartments will affect its character. "You'll notice," he says hopefully, "that the wrone and addicts don't come around anymore."

"Sure," answers Zion Parge, who has lived for years in the neighborhood and works with the tenants. "But remember a lot of important people are coming up to suspect this project, and the police have their reputations to worry about too!"

Obey frowns: "But you know, Zion, I inspected No. 307 the other day, and out of 24 spartments only three tenants needed reprimanding. The people are huying new farmture, and they seem to care .

The present project is scheduled for completion is July, at which tune Gypsum will turn buildings and mortgages over to a neighborhood association. But Obey will go on to manage the rehabilitation of other U.S. Gypsum projects already lined up in East Hatten

"After thus," he shrugs, "selling would seem a little dult."

## Now! America's best-tasting filter cigarette brings you a gift coupon (and it pays off 3 ways)



## Today's Gas Range:



9 out of 10 professional chefs cook with gas. Would you like to know why? Read on!



#### Instant On-Instant Off

Only gas puts you in control. Gines on the instant you in it on all in instant you turn in all in instant you turn in all Nn was for the worm up. No hang over hear Turn it up form it down get immediate response.



#### Infinite Temperature Control

Gat gives you an infinite choice of temperatures, not just a few fixed dial settings. You can see the bive flame adjust it, always know how much heat you re getting

## We'll bet you don't know the half of it.





The Center Simmer Burner Exclusive gas feature Regular outer burner, a small or burner in the center. Very flex big control. Audible click settings for ma night no a boil or for keep-warm temperature. Tailor the flame to tuit size of stens). Use center burner alone to keep food warm without further cooking



The Burner-with-a-Brain Promise thermount comes Dur house you want ram 150" for me ting to 400" for deep trying. When chosen heat is reached flame regulates itself to hold that heat with the unrival ed precision of gar

#### Programmed Cooking

End oven-hover no, free vourself for other charted and in the R.

DELAY COOK STOP SYSTEM But god in even, delay given start for



hours (especially good for trozen medis). Over starts and stops at prese eched time.

COOK HOLD SYSTEM cooks mon for so ected rength of time, turns down to keep-warm temperature holds meal without further cooking

DELAY-COOK HOLD SYSTEM COM bines features of other systems ig ves



#### Automatic Meat Thermometers

Take anxious guestwork out of roastng meats by measuring their internal lemparolure.

PROGRAMMED THERMOMETERcontrols oven temperature in relation to internal temperature of meat As meat approaches pre-sa acted degree of doneness, over temperature gradua ly decreases until proper internal temperature is reached. Holds meat at serving temperature

SIGNALLING THERMOMETER-sig nats by light bott or buzzer when meat

AUTOMATIC THERMOMETERshows internal temperature of meat Signals when most is done, then turns oven off automatically



#### Ratisseries

Cive you year-round barbecuing Meat turns on rotating sliewer, bast ing itself, browning evenly Stays just and scralent



#### Window and Mirrored Ovens

WINDOWED OVEN DOOR-lets you see into over at all times

MIRRORED OVEN DOOR

a window when oven light is on When right is off, window becomes a mirror, reflects



the beauty of your kitchen

#### Smokeless Broiling

Gas lets you broil with the broiler door closed Closed-door gas brailing

vees a serie was ers, smoke made bro er, where gas flome actually



#### Infra-red Broiling

Ultra-modern, high-speed broiling Combines direct heat of flame with ntense rod ont heat from special me tallic or ceramic burner Gives last even browning plus juicy rarenast.



#### Safety Sentry

No range is more dependable than loday sigas range For example auto

matic pilots light burners in ovens In the unlikely event that a pitot goes out, the Safety Sentry instantly cuts off gas supply until pilot is relighted

The Blue Star Cer tification of the American Gas Association proves that the desion



of the gas range you buy has passed hundreds of rigorous less at the A.G.A. Laboratories—and has met exacting standards of safety, durability and performance approved by the United States of America Standards Institute





#### Easy Cleaning

Easy cleaning is built right into to day's gas range. Mony have tift-up copytops—preas ground and be neath burners are completely ac cessible Removable burners, over doors and liners, too





#### Wide Variety of Styles, Colors and Finishes

Choose a built n ride in Irae-stand ng or eya-level ronge Choose rom dozens of handsome co ors and finishes. Can

vo / get a modern gas tanga in availada green? Stainless stee? Mediterronean bue? Copper tona? Of course you can! Whatever your latte, you I had a style ir more ast right for your kitchen





Gas makes the big Costs less, too.





Landon . Smathfeld market sells tons of Argentine beef. Dutch weal and mutton from New Zealand every day

# The Great Food

Here are the marketplaces from London to Bangkok, crowded, colorful, the very air alive with fragrance and the jabber of bargaining, in many cities more exciting than museums or monuments. To stroll among stalls glistening with fish or bright with fruit, to walk on an avenue lined with meat, perhaps even to sample some pungent and unfamiliar cheese—this is a special way to discover a land and its people. Photographed by GORDON PARKS

Markets of the World

#### Bavarian wurst and radi, dispensed

For ever 4 hundred years the citizens of Manich have gone to marker heneath the space of the Veterskirche. the city is olders church. Every moreing flavorion farmers, rock their fruits and vegetables to the Vikamalien murkt sorgestalleshaded setriped nubrelos dot se square Here men a Lederbusek and peasant women in sturdy green aprona transform this en's of over a spressor in a what guide books are found of culting thermann a Inspest's Hage - Laughter punctuates the drone of histories, the earthy salessomen have a reputation for their w.t.

The stalls of he Viktualicomarkt may se heaped with segetables ignore. ly hearty roots and of co the pursjuje outlide, hyristic are flanked on flaming to network a may and alond als Peppers red sears am green are and at a small where the scale is delicately garlanded in garne before Exervicace are furnehes a. Mazic is (h) it to appetizer Rate or collabor. small storging red upon and rascades of large write sizes to be shoot and served with mounds of muricipage. A procures of samages festimes the ment stalls. Minucle is Germany a ваннаре син в) Причэскием в sport Bayarian specialty for Blog sepert and Hentiegest. The man pupplan of all to Wessensiers a Magnetic states tree of year decked with fresh par des or perioliable i intuss be eaen the cas it is made and accordtig is continuence, there after the sell toda 12. It is sold hot for allogsers to eat with here largers up the specific lebeate aroma margles with the mouth-vistering smell of pickles and same krant rempt ngly expression open currels to ad er se thennelses





# with peasant wit

First og Baccenna - Borguera mar ke is tike stepping mende a cas selval. From its high varsted roof, shafts of simbight pierre ste vær iese å comme eta ner glass stock tilte scal at the province of Carako, in gloss hice a tiose sanders. The market schooled at Ramon has Jose at tie fashionalde een er ome it å Baccenna musera, excome here exercitoria ag strolling here eels herigh the Bacce tid scarses birshig has sea rages and som ever githe elegan displass.

All has a legislary lead to the electric and all where each a should where each a dranke man, he will then had a legislary like a new man to be unable to the electric and the original and the large case colored as the argument squad and the deep experience appearance of the argument is sealised and original and the second in containing the plant of the electric and original and the electric distance of the plant of the electric distance of the plant of the electric distance of the electric d

remail choses and gas. Now x

122 are orbit one by an apart glore

to the purk scalls are so asset

to est of the areas; so as all the

ks perions from a door been

the man a first conduction.

the man a result you are that

the others again sections for impresse.

Het is the et a vegetante some state of the peak to plant at the plant of the last of the plant of the peak to peak to

ton on a clure lo be be quarted on the desired of the conjugated by a front the More speke of the adoption of contain the many pages of the formany tasks of decording strings of garling tasks of decording strings of garling



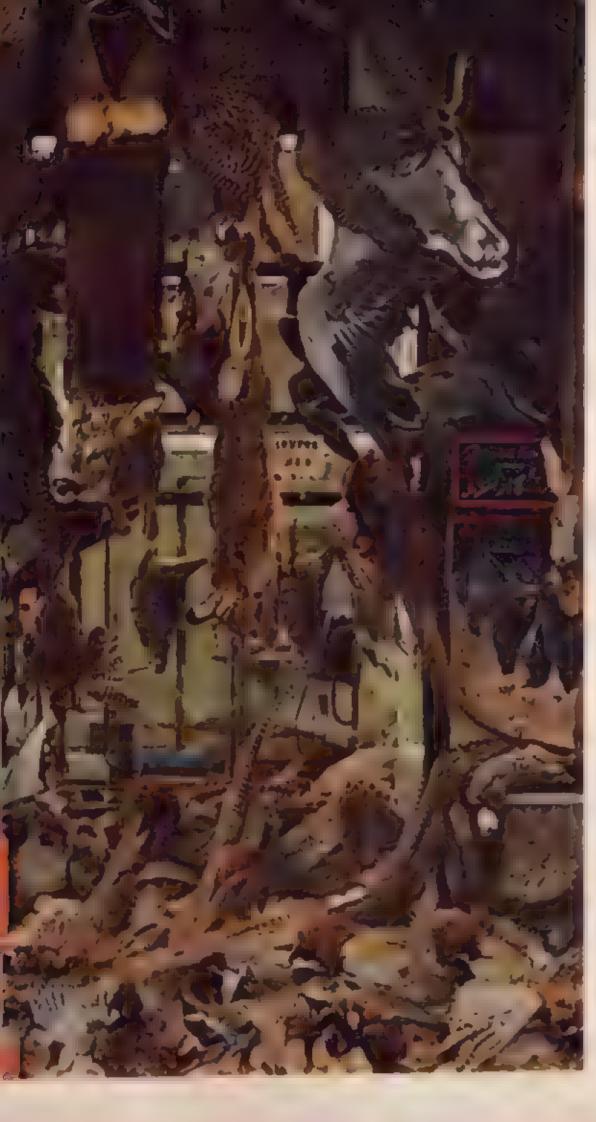




A Catalonian cathedral of plenty







#### A rich bag of game for gournets

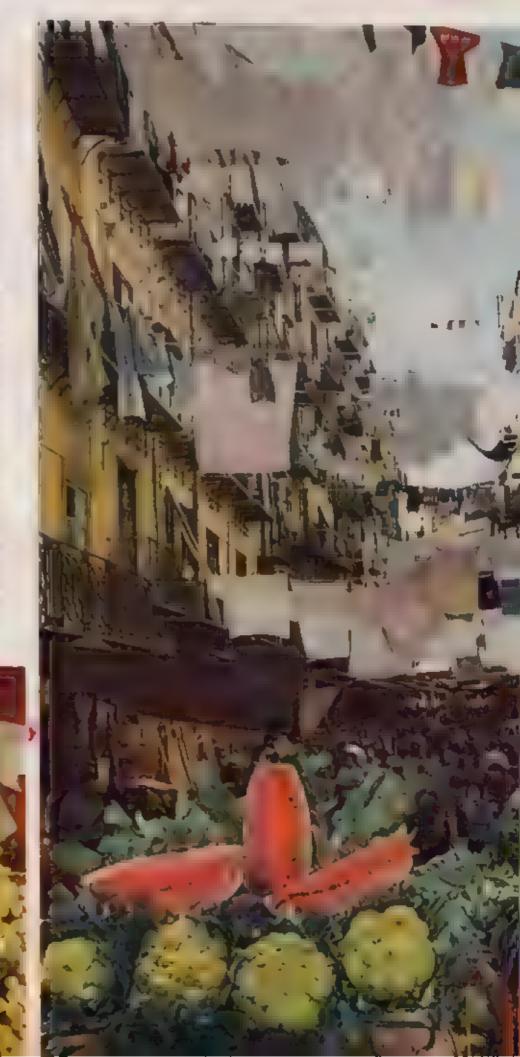
In brance each November Marays are said to St. Hubert, the purron sain of him ers, with "veries tempeters playing a obting hor s. The tunds of Barron James de bathachild stages stag hachs in the location tomposite with the parts of dissert in hone and vellow dalues, the Rothechild rate is resert. The tundle trep ice is on or tune at a pheasure shoot a though he may receive a grown shoot a though he may receive a grown makes the amore modest scale two indicates.

tame is a splen ful or hear's inhastrational beautiful for he wellkept mousts are rich feed ng gen tols Much or she larg cods up in Paint markets frames is the land. I hande create and game in hims more at or most evalual Here a La lan facile been Hamme a stop ment be-Ralles the sometimes past del Para market page B. . to prometer displays the valuety assolution at he beight of he reason Mors er t Victor as a Madame tooking on in: ghe out the rures will be use game. suggests or wild later I in king the summer after total of access haven the line pheasan waternos cannol commercial. It in Trance set commission is Jan these Hanging at oother sule if the pheasacts are me mokes glit Is appaller than I have They alana al mear Larie a in the a sens so me may us the could the the materile of the two deer are need table rate has have now fughts this well dark meated annual, community served as per de he re, or agged borre. Di eer is also so the hace are will diseke These are the same green-bear of ma pardy common or the U.S. The equall costs barging be reach in our are freezon or school-work mor su wood the greatest of delicates. When Queen boundeds and special beauty the a surreck amount term extensed for 10 days so that she gir he served Supreme de Resusse grand Specie, bregater manufemb are at rearms a rival recipe freaper on the tables is the merground are more pheasants the most popular French game But Monsieur Victor is will g to of an aux kind or game a lacehosters or a time resonant or ghi require on using actualize through Idacklouds, real, engener larks

#### In Palermo's alleys, a market named

The Voccess has been Paleenna main market places over the days when the Saraceus were lords of Simly Itashops line a quarter mile of narrow streets in ming upluit from the harbor The market is aptly named. Lorrerto means loud times in the hanmateria and the doors meets intense A lil not beggar asks for time. I wo paliconer in white our facus resteet talls from unhernsed smalls. Vlotters creket vendor with value labs purpor to his shirt hands the day's locks a infect tild women a black gosequiphly on flash in and one among the torker alrawn, and occasionally Tespa ran car a III abstress is ne omer a flattering camps of launder and his above the street

Vegetables and fem siare the gents of the Vicceria Bright press came though each one an arm of, use becaree to raps accustomed to the sight of a white vegetable that his been now tactes from ocean Bees have a madmonistanie of golden wighter grapes forms early as governor small rel pointder the taution much prized for ninata paste and amethese eggplants some element sixest. come as small as eggs are stacked high to one doop say tagle a per especter pucks his way through strainly of garles now a current of several lay seates are sage 'tt unother cheese e nier regar is stacked like building blacks but ricuted powers as kapin improved with the pattern of the wieker asket is was missiers in In-I'ven er is a wicet of processore arms at right wedges of numerous erreles Scamps seast smale sar down and red mailes hortom right are parken in ore or sarge wither has kets Mulle is netter as all laws the a share are wated ministrately n deepen in leading common color.



#### 'loud noise'











Entropies on Public haves

Lalging from the Zoma market in Languages to har built eye that Mudagascar is a post cinii co. Lie. Zome, which means feedles, reservan-I give every day of proceed an treodile warrety of femile and vegetables set not interacanops of white abrellas The population of Maila geneur is pare Afer an and part As on. ain the clatothers at the found may he Mangany women wearing truth. tions where tractes or sharely lipdian worten to lard an a subsect same. Charese women at long site purious The pace is emprely and his vouces of the vendors are soft and melishaga

The crops on eale, beautiful enough for Paris, best governor shops, to whice some are expuried grow in the tany feetale packets of the great red mand so rather recepter of the formed over red and. There are has kets of believe obose over multible certakus conceaung canal penit waste. flesh Otnez a anno display a duxen and in acudes of greenery wescarole tright et mura setture, lecks As for fe to only chernes refuse to grow Madagascur the chinate is too wirm below baranas cert plums, sported annignes, reaches, react flore (el) and a runberr es are picked eight mont is of the year. Beams are favorties with the Malugues. They are en les macamasses beautiful expawhite limas, red and black beans. M's plains of lisers are for sale raw at apa of vege ables ramage green hears and earness that have been unformedly sheed by the market names. They are meant to a sense poor the national neb resources bound beef, park and onena a mrs. ture of green heros and caves. The Anma also offers for suit wrought ron carval zehu borne homebood appublues and even sell precipies singles, such as quartz, amethyst and beryl.











Logica







United beatle

The haverdons of Rong Kong is a self if govern marker slave. Comese seeks of cooking resining the freshest possible ingressions, so that entermous amous tool food are brought and and the Duck at as house slow rossion fleking atom, with the nent and govern skin served separately—may be urger to he to renght the screen live cright to be to require to high are ned into the contained of the for the cooking actions. Vegeta textured on the Comese always rook ogetoning fast are by preference tought, code.

An exception to the ferish far feeshies a price Charles after one toward eggs. Block and white diek eggs foregried between white are a month old preserved in a matter of pulses walt and wore Stall research these are set stepmed or in source Stall edgs. More in believes are the Boundard venil die eggs (background to alls industries man is moled becomes well a morales of three hinks lies are well a morales of three hinks lies are well a morales of three hinks lies.

Much of High Sounds lish comes from the values of American for eight where tishermentation their families we can outle any man paint that clog the custom Science is much the Clumps meeting youll relief those haboure had out in the can to des

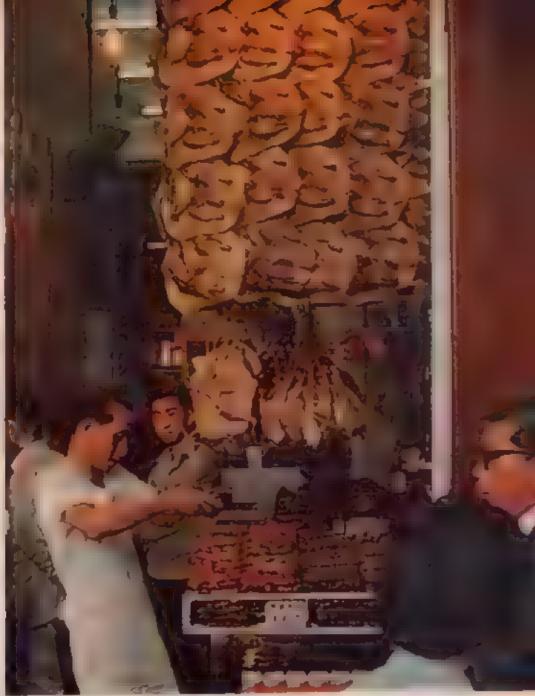




In Hong Kong. only the eggs



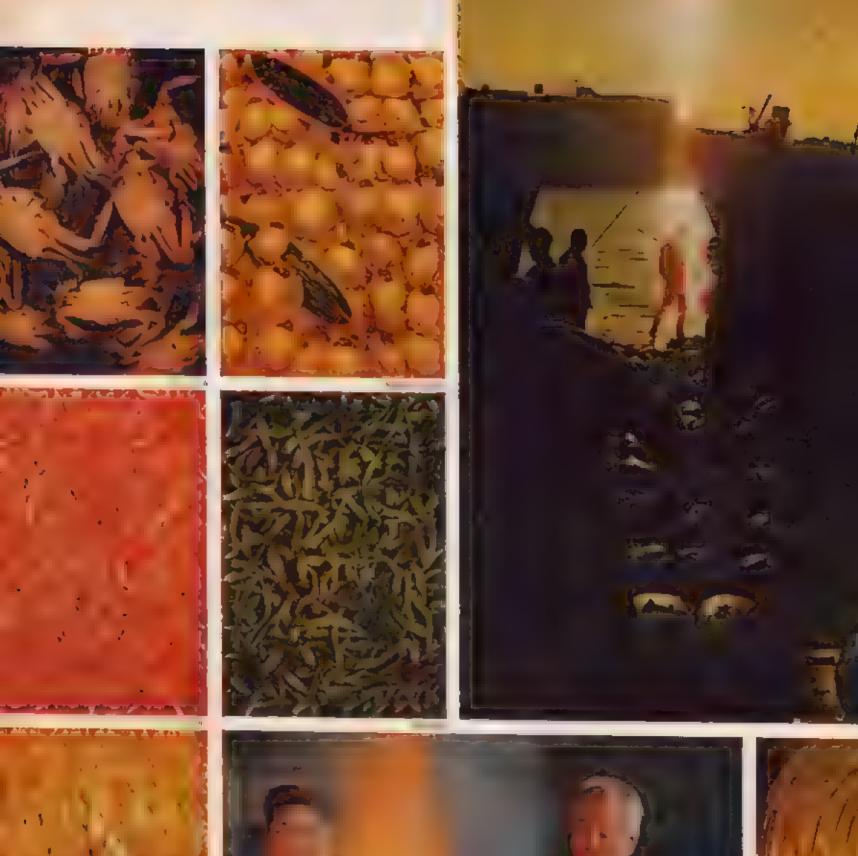




are old









Successor

















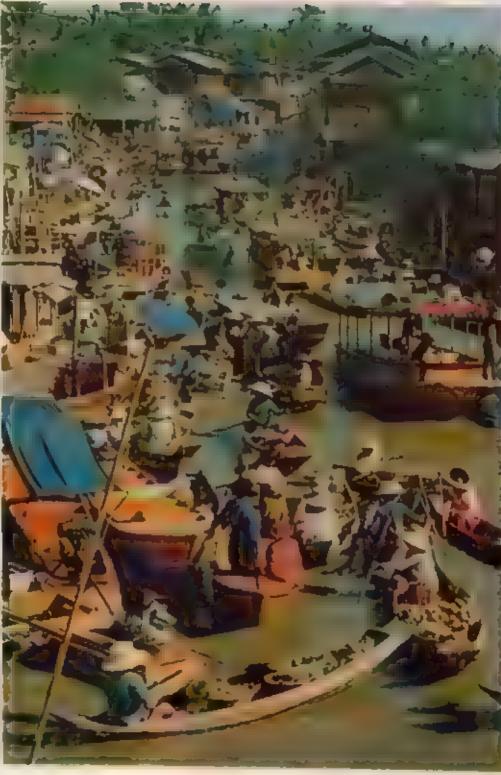
#### On a Tokyo pier, a briny bazaar

The Japanese are the world a most anothous sheaters I several more ed like his that any men is in the much and link a che tea buda Maket is the world's cargest. It sprawls over 10 acres of the city and 2 oil. T stor of tash, all corretues are sold here every lay. The ount injustant car b. and Japan's forome felicies, is magness time. The magness are laption in rose on the white-se the market senter ear tagged to same where a sil when it was car gir Start ang ar Jawa, some to 3000 resiple converge on the marke. Molda un verght off the docks, stamping them fee account bout on the keeps wor is to the course and and peering at the tish som flysblights Retained res taurateurs and even a few humewayses nake their pure ares at the a resist of stalls that here he market a grant shed Pink stranes, silver slote hed-Last red bream, eees source evalumonds nearly everything that switten to the Western Pacific are nearly erranged in sometra custos

Name of the light to specifiche in Japan feedbuck is or ties, and the tresher the halt the space the price Magnio and breaming changest. but almost act balt can be need for evelope the raw her whose served at the begin and of a san at west the Јаранее Бахе а равоне за менене ong foral arcedically and the tomalress are decurative v arranged then as the caste dapped is shown soy water all Man state Material in lander y passe of fresh green horseen per Soshow any her can field favorite which ргерасов Т весовать и зники в Та piece or hib aton a small nall of resi seasoned with vinegar. The search is usuall represent to south durps. H or home Tempure or fish exep freed an latter uses mands sorms, squid and scallops. Siltage is used to make Japan senter song. Almos evers or in Japan eats fish a least once a day

Later described?





Brighold a floating market is no extrined note that as many proper one course of 44 h trained of the none hard moreing samples braded with produce a course restrictly be at boated with any issues coup the Arman of the standard limited partial in a trained by the course of the standard limited partial in at the materials of the the break partial in at the materials course I emple basiles at a double of a market with the result. And there are no at the result and business materials and business there are the trained and business there are the result from the results passenged.

The green marks flow of the Menare I had blocked of the Maiers, respaces the feedle field around Hangkok and hears the tenur of fronts and vegetables that grow there to the flow ing market Papilled by women wearing brosse palm leaf lists, the sampans are heapest with

bananae, mangues breadfruit medous some boats carry a complex penfusion of greens where memously continues unistant greens cummber and pak bing a water plant which gross to the capat tieff their water borne merchants offer shring, craft and catheft caught to nearly blongs. There are least, that sell hardwater falms and see and even the posturan makes his counds to valuate. The

That are great lovers of souths so some limits so lovel meant to or eat the on the spot lives, sugar care fresh tamar of sweet posts so proposes, sugar care time grass as and care of some lemptings, sweet on the same as a Dian beautiful and purveyed by a That beautiful store delicaries are a sample of the existic and endlesses fasc paring rulies of the world's great markets,



### stop eye coughs

Eyes protest
against smoke and
let you know
they re irritated
Take a moment for Murine
Murine cleanses,
soothes minor discomforts
due to smoke
It's a coughy break
for the eyes
Sort of





The ment pavilson in the Paris central market of Lea Hallen, photographed in 1998 by Esighne Arget, is one of the trun-and-glass haddings soon to be torn down

# The departed glory of Les Halles

#### by JANET FLANNER

Sack in the fabrilous Paris 1920s and '30s, when we were all connece and Poro seemed much older than now with Fardly a to stern touch and not a single skyseraper, the gigantic historic Paris central market stown by the St. Fasta be Charely used to furnish to with nocturnal pleasures that are still vivid its memory With a the market's 10-sere etretch, the market men were as sembled from 9 o rock at night this or to dock the next morn ing to sell to restaurateurs and grocers and leabsters what Paris has going to eat that day. We were there as perestent sightsects to matter how often we came. We came each time to stare as if we had never been there before, to wander about and admire and enjoy what we looked at and sincled and beard-the rumble of energy, the shouts and tak and rude , skee of men at work. the spectacle of bright lights and black shadows making the pieturesque chiaroscuro of a speeral quadrangle of Paris, busy at night We were always en bunde and taking a night out a hand-

ful of French poets and American writers and artists from any where and everywhere-from Rome or from Missouri, from Marseilles or London - Solic, all of us short of eash but rich in our youngon or parities to enjoy the free spectacle the market then provided. Exerviting edible was spread out. in pier or paramote laid on boards on the bare passements in the market's central apen space. called Le Carreau, or claim stalla hy the adexalles the feats fish, quals the edible offus, the trussed fowls, the smoked fourk and sausages from fac off Evench. country farms the multiple cheeses properly eigening a color and increasing in arotha on fresh straw. And above all, or the Carreau's square were the veretables. and salids pulled that very day from the fields near Paris, so fres t they still smelled of the earth on which they grew but all eleanly washed as if they had been rained on. There were high, neat, balanced piles of the root vegetables. their tails all lianging tid ly out ward the tails, like little pigtans, of the ivory-white turnips. the suffron tails of carrots the short red string tails of succident rounded remson beets color piled and stacked to encounts eddite cubes here there and on all siles, like out size calnot compositions by the painter Georges Braque. The salads displayed all the jungle greens of a Gaugion cansus—the refued I split exitic green of the leatness, the darkened green of watercross tied uplike small ternal bong jet-

Sverything we are felling Con now to east into the past, er sebecause today in the more trainmobile that home if it exists anymore Lea Halles, as the markets are called are still there in the heart of Paris, squeezed be tween the same old streets filled with elderly white-faced bodd ings, built two or three centuries ago, their facules tated by time. But there is no her bean ty nor pleasure left to visit today Everything that used to be about in colorful piles and be transited or pushed by band is now reached and packed in small pertuole boxes where between era a time an ere a caul flower leaf or its white empkled head lying caged. Everything looks like exerything for sale in hove- in all other great wholesaw city maracts in the Western word The hoves of froits and vegetalies in Paris are now carried about the market on little orange-colored

COMMINADO



# A filter cigarette has to be Lucky to taste this good.

The taste of a Lucky-you've never had it so mild.



#### On the Go... Relieved of Menstrual Distress

A woman's day is never done. So much in do and see. You're always on the go, Heve a tight schedule and meet it. No time to slow down and you don't have to Not even during your mensional period. How? With M. Dos.

Bucages McDOL contains

- An exclusive ont apasmodic that helps STOP CRAMPING.
- Medically-approved ingredients that REL EVE NEADAGNE, LOW BACKACHE and JUMPY NERVES
- Plus a special mood-brightener that gives you arealith gets you through the trying pre-menstrust period feeting calm and comfortable

Se on the go. Any day. With McDOL!

PWHAT WOMEN WANT TO KNOW

FREE Friet is soling to specify the sea

to other than the count wint to a guite on
the other to the count wint to a guite on
the other to the to the very type to the

free other to the country.



#### Markets

CON INDICE

trucks, operated by standing drivers. Even worse, the market smells of gasoline fumes. It used to smell of borses.

They were great horses, enormous Percherons, usually stallions since the French did not geld their brasts, and when they would be driven into oide streets outside the market they would start nickering at the night of a more. The earts they drew were high two-wheeled vehicles, with wheels that must have been five feet tall, their spokes as thick as

as the horses could travel between I o'clock at the afternoon and, by steadily clop-clopping at a walk, get to the Paris market that night by 11 or undaught, in time for the early opening. You could see the peasants and their families in the morning digging or picking the vegetables—the long green spring leeks, the massive cauliflowers that were part of the ergion's biggest crop, the red cabbages and in early winter the tedious Brunels spronts. Chamboorey, a village a few kilometers closer to St. Germain and thus the markets, was better situated for both men and stallions, since

some of the shock the horses' feet suffered from plodding on paving stones. From St. Germain en-Laye the carts crossed the Seine bridge and beaded toward Paris, skirting on route the monument of La Defense, so called because there the Parisians made their last vain stand against the Germany assault on the city in the War of 1870. From there the carts angled down eventually onto the quest and from them into the sale streets around the market, journey's end. There were stallies for the Percherons where they were fed and rested before the long empty return



Porters, wenders and estatements clopped the street outside the cegetable section of Les Halles in 1916

a little garl's leg. These earts bad come straight from the country. side beyond Parm, carrying their loaded vegetables direct from the Be-de-brance fields. The horses and carts and fields I knew about were part of the country scene northwest of Paris, just outside the old, elegant white stone town of St. Germainen lave where Louis XIV was born, 21 knometers outside Paris itself. The highroad he had built, as king, of white stone paying blocks still bee there, still used and still called La Route de Quarante-Sous (the Forty Sous Road), less than half a franc, the wage the road makers received per day for their lahor, only a few cents in today's money. The village of Orgaval 38 kilometers from Paris), a fitthe farther out in the rural land. was as far away to that direction

the trip from there to the city took an hour less and the fertile fields surrounding it were families for fine market gardening. The cauliflowers made the handsoment curtioads with their white floral heads piled in next decaytation. The stalks with some protesting leaves were left around them when the peasant piled them in his eart for the market journey so that they would remain immerciate, unsoiled and appetizing until they reached Les Halles. (Today they are wrapped in plastic bags which take the place of verdant nature.

The borses' books had to be specially protected for these repeated long plodding pourneys to Paris and back to the farm. Hetween their books and their iron shoes the farviers placed a rubber meet, cut to size, which absorbed

journey. These torses led a specul ble. They did no other work. They only dress their great earts to Paris and back, five days a week (the market being closed on Sundays and Mondays). On a working day the horses from the Forty Sous Road district walked about 30 miles, which took 14 he are for the round trip, with their brass-trimmed horness jangling at each step. If you lived near the Paris quars, on a still night you could hear their hoofbeats, and from those quots, paved with tarred wooden paving blocks, you could smell the tarred scent they raised. A special odor and sound which assured you you were indeed in Paris. Around 192a the horses stopped coming, when

#### Advertisement

Very we I my dove but you departies, ngione oi i, e simore interesting doors unopened "



Cervoci er hay the giver las o. I'my particips of the come out there my set Ho

This pretty young it ing you re try ing to ment out as a leading ady C.B. what exactly can idot"



It seems you led covered dear adv a side of mit the public never sees

#### Isn't that Robert Goulet behind those Foster Grants?

again meal the one wise as a little Reviet bringe and elevatic sure is

Specifical and who right the rational dog that agrees an water to add o gue bile ming aftereses Of mas so COPY SELECTION OF

They do not come

B a recommendation of the second some to my my and any to the erge or if happy the in man a section of the part hard a a A cost of case of case An ninte apa into cape

No hand att proved be hind me I a site Four cas nithe carry our property and Bergers 4. c

Which with a ght appn june abusty

he cilen iscent are taking to jest advantage

A ... is phenom and is psychic or cient is and no ion knows bed soul wer as one or and pured top to in he an igner is to What we do ke is a we to go more make elle se me was a more and a second for the fire Grav hom a in the seriff of 17% of Such as in moranic fill inners that most the agreet is City I sandards

Real Form, and 6 what they do ster of that 9 me

814 des weire too ousy just itying to keep un will the demand

BYOM EN GRANT COMPRESSED MADE



"Seeing the handwarding on the hum our I simply stashed away a let me supply before Fide, became a nu sance



er to star in



# easy ways to get the Zip Codes of people you write to:

- 1 When you receive a letter, note the Zip in the return address and add it to your address book.
- 2 Call your local Post Office or see their National Zip Directory.
- 3 Local Zips can be found on the Zip Map in the business pages of your phone book.



## Dancing. pigs' feet and onion soup

Markets

the country commonwers bought fleets of steplos American trucks left over from the first war. With them came gassline and the midilleman and his profits.

On one nights out at the market we always tried to take in one of the three retual restaurants. An Chien tha France, the dog that anokes one of the old taxeen names of France, An Pied. de Lochun the sug a foot, where they served them grilled and lar Pere I ranquille the unwarried father where cont can still dance no Saturdas nights even todas In our time each of the three restaurants had an accordion player and thresty lancing girls, waiting to for trot with viel whether you were maje or feusale. After dancing with your they werenmed a glass of white wine and of course a modest tip-The restaurants opened at 11 jum for the market men to eat and dosed after londs was served.

The scene was riten very gavespecially after midnight when Parisanse who had dined well or the French up from the provinces. on a panisoree cause in crowds to these three market night spotwhich had gateonal even inter-Bette nal. renewo. The smartest Paris any who came in after the opera were in evening chillies The famous market soon soupwas de eigneur at the Pere Tean quite I this his the market menthemselves place its majive clean-ing powers after a night on the tites a but lish of this conexcisio being considered a solid arotratic guarantee against bang. ever later in the day. When we stepped out into the late dawn the market men were tristing upther work and began using up before their favorite lar for coffee sained with une-goutte meaning, a deep of something "usuals a thoubleful of Calvados The ment carriers often to-sed off an extraglass of wine to quench their theest. They were called les forts de to Halt- les aure to get the job they had to prove they could carry 200 kilos of meat Falanced on their heads. Mostly Normans. they were the workers with the greatest provides and also the greatest pre-tige since they were medialles - a metal medallion fixed to their bloods smocks who is established them as stalwarte working for the government. They also were special

black felt has with a broad brinthat protetaled over their soone ders and bring down in back over their neeks like a piece of eape to prevent the blood from the carcuses dr pang onto them They were the heroes of Les Hubes The women who worked alongsone them were black, pleated, thick aprons and winden satiots with righ brels for the The trampe ralled cluckurds thettas tare could pick up add jobs and earn a franc, which kept them from accest as memoratibs, and collected the broken vegetables and mest seraps for their improvesed means, by today present by gierne, mechanized age, the mest of the market is eacried like a cargo on those little orange trucks, with the excrasses oft a enveloped in classechitly looking like the gluots of the whee-barred chirolius yearlings we will cut its steaks. At dawn the flower market in the old days. was still fragrant and we all ar ried Function of poises. Takeny the flower market has been moved to another equace altogether and opens in the late afternoon, not

of eng in the name as it used to be except the bigatrixing suelter entities which offerally consultate Lex Halles the anelyes halt in Rillin a series of cornexting youlding arches of charmand scabby the hest and perhaps must remarkable brench exsome of architecture in arou-Some Granic sem -Orienta in style, at night they look like the architectural drawings of the fortasist harry hieraberg. These are the identifying rel faces of the ids br al marketplace of Les Hulles. oramatured by Emile Zola in his oratal povel Le Leutre de Puris the Bells of Paris.

It will soon be pased. On a govertiment plan is seres whi probales he given over to modern apartment bouses, with trees w tose greeners will fraction as a northwar park. "The Bel's of Paris is to be remixed to a selurl called Kings, near the a rport of Orly which will easily encountries of Orly which will easily encountries of the control of the original encountries of the original en bygiene marke installations and conveniences. Everything will be white clean, repectable, fine tional and predetable without charm or allier. Markets bave so be old and experienced to be preturesque and mysteriously heartiful at mgh.







# making it beautiful wasn't enough

Styling never stopped an instrument panel from vibrating. But Chevrolet's way of molding parts in one piece does. Styling never kept a car from being caten alive by rust. But Chevrolet's four steel inner fenders, self-cleaning rocker panels and many

hours of being primed, painted do. Styling never made turning easier. But Chevrolet's new steering design does. Thank heaven, though, for styling. Because it all sure came out looking good, as you'll see even better at your Chevrolet dealer's,





Chevrolet gives you that sure feeling



Pro Soccer's U.S. Kickoff

# A beginning of bumbles and bumps

With a rancous confusing set of matches in 10 cities, pro sieger the world sport that has been all but ignored in the US arrived at last, its promoters in hot purstut of a share in the nation a bigleague, Islam nollar aports scene The curious (ans who turned out for the first games were treat ed to some cursons sights. Ees of the fans understood the game and many of the players were to all foreign imports hide to understand each other p. 91 There was a scene as Gakland below when the boreign play ers and refs were understed on when way to face being the nafronal unthem. Organizing the citfeath National Professional Society League and a rival United Societ Associations exented problems float ranged from awayward to bilamone. But as nearly any of jer nation in the wor dean axtest, the sport . an exciting one to watch and hus a real better-skelter quality that eath Jeans Owners hope, corx st with baseball and football





At California Toronto game officiale and players defe face every which was during Mar Spanged Banner Alasse, Sombert Pograelia

No. 9 - a St. Louis Star from Poland gets a rigorous backrub from Will aim Quires a California Lapper from Costa-Reca, as both try to thead coall

# \$10,000 REWARD



Our hold new tonic drink is called the Smirnoff Skyball. We're celebrating its launching with an entry in the May 20th balloon race at lained Indianapolis Speedway. This hour long race will feature as many as 30 halloons that fly anywhere from five to thirty five miles an hour, depending on the winds

To win-you simply determine the numbered position where the Smirnoff Skyhall will finish in the race (first, fifth, etc.). And how far it will travel to the nearest tenth of a mile (24 6 for example). Entries close midnight May 19th.

Of course, everyone can be a winner by trying the Smirnoff Skyball. Its holder colder taste leaves all other tonic drinks back on the pad. Pour Smirnoff on the rocks. Add tonic Lime if you like. Nothing on earth more delicious.

#### SMIRNOFF SKYBALL

PO Box 1094. Brooklyn, N Y 21202

I estimate that the Smithod Skybad will finish in position and it will travel \_\_\_\_\_\_mrles.

SAME

ADDRESS

CITY

STATE

COD

Additional entry forms available at your sequestors where legal No purchase thecestable Entres imited to adults (2) years to older) On entry per person to case of this prize more will be divided. Decision of independent judgers ling. The employees and their jamilles of headleful, its affiliates and advertising agencie are not expetit by where javed or combilete.

#### Zeal and deals in a babble of many tongues

The hig, burly fellow stond at the TWA counter at the Las Angeles arport shouting, "Dantana! Dantana!" and making violent kicking motions—some of them against the ticket counter At last, one of the startled agents guessed the rhande. This had to be one of those new players for the LA Toros, the soccer team owned by that restaurant man—WHATS HIS NAME? Dun Tung. A phone call was placed, and Tang chomed his property

Within the garish new world of

American professional soccer, such incidents are common place. It is a tribute to the seal of U.S. sports entrepreneurs that they are introducing a heretofore unwelcome game played rosetly by men with unpronouncealile names who in users can't even converse with one another

The National Professional Soccer League's 10 team routers list 179 players from 38 countries spread over Europe, Africa, Central and South America and the Middle East On the field, meredible arguments coope when, say, a Greek athlete lodges a foul claim against a Brankan rival—and the referee is an lorach. Some equads are holding Herbitz-instructed crash seasons in English after practice.

Styles of play also chad— For ropeans play a stolid defensive game, while Latins are flamboy-ant goal-rushers. The Pittahurgh Phantons played European style for three games and were unleasten then, because the owners crayed more action, switched to

Latin style and lost. The Phantoms already are playing mores their third coach. The rival Linted Socces Association plans in import whole teams intact from overseas. Whatever their skills, at least they all play the same game-

It didn't take long for word to circulate that U.S. aportsmen would pay good money for socrer players, but it created major creace in international diplomees and finance. Moshe Leon, an Israen citizen, born in Bulgaria and playing for the Port Elizabeth Cliph in South Africa, was held for ranson by the South African government when it was learned by was wanted by the L.A. Torus. The South Africana lifted his passport and demanded £2.000 from the Torus for the star's receive.

Despite toese everence in ling is was mansless. NPs, commis to have assembled 179 players who rank in the top 10% of the world's over SIIC RHI register a professmants. Despute the small eros deto date average: 6,000, break even point 9,000 they remain sylumetre. They no bave the backing of a patentially Inerative ( B5 tears soon contract though CBS has guardedly written a number of escape chances into the \$1 melion a year agreement. Of toe network a 230 all rates 175 have seneduled somer and a CBS telegat of an opening day sower match bested an AHC professional hasketha l'enampion ship garge. in the averaght ratings. It oighoriginally billed as an or than " league with no word organization approval, the NPSL has been dirkering with the United Association, which is superioused. and talk of merger penceods. The survival of soccer in the U.S. depends on the leagues about to developinative US, players capable of empeting in the only read would series in sports the quadrennial World Cap materies. Both leagues are afready budgeting tore and money for post-senson el mes, little league organizations and promotion of the sport at rollege and prep school levels.

The tyeoons of the new sport are contagnorsh bullish After the California Clippers won their second game on their home field in Oakland, team executive Bid Castleman boomed into the public address microphone. "Next Wednesday, our traditional rivals, the Los Angeles Torus."



A fight breaks out in at least four languages in a past game meander a andreg as Cheege Spurs (in whate and the NY Generals have at it to open U.S. soccers first bate-rivalry

Chipper Manager Dr. Alchaumlar Olone, vice sews munibers on jersers before game. He also band banniers them after games because he does not trust U.S. washing stachings.





#### "When I'm all tensed up, driving relaxes me."

Nobody knows how many drivers are killed every day by tension he cause tension is usually diagnosed by checking blood pressure. And dead drivers, naturally don't have any

Nor can tension even be detected on a dead driver's breath

So car crashes caused by tension

have to be buried under the head agoil improper Drivers which every hour will and mains more drivers than any other cause. And not gony sivers in the lauto accorder to a driver 5 180 cm dren

A in the saddest part about 13 sithat using your car as a 2 cm tranquities are doesn't even work very

we actually provings will suffer on Physical every will be twifer than this implanta once in

Take a long walk filtereds bee Cean ic hebaserient Wash the car Minw the lawn Make C with 101 wife

A of these and a million other exercises work better and faster

than diving Some are over more tunia, all them are safer

Of course I you stay away from divinis when you released all what Mobilimayise a title essipasor he one today Bill then full both of us, there would always be tomorrow. And tomorrow

And former in Mobil

We want you to live.



# Introducing the society for neglected travellers.

# The American Sky Club.



Neglect comes in all strapes are sizes

Letting you carry your own baggage through a terminal is a kind of neglect.

So is the line you stand in to check in.

It's the shrug you get if you lose your tickets
It's the one meal that somebody decided
everyone on the plane would est

It's the half hour wait to get your baggage back when your plane gets in

#### In all this necessary?

Airlines carry a lot of passengers and couch tickets are cheap. You may think this is the only way it can be done. Any Travel Agent can tell you it isn't.

Fares on the American Sky Club are the same low coach fares you'll find on any air-

But the very idea behind the Sky Club is that there is no excuse for neglecting passengers. We owe you the dignity of remembering you're a customer

#### Hello, there.

We meet you out front and take your baggage and do your checking in for you. If you want a substitute for the main course in dimer, you can reserve any of several dishes, from a roast beef sandwich to a salad

(You might also like to know that we put \$50,000 into the development of a machine just to make fresh coffee on the plane.)

#### "Sorry," is no answer.

If you lose your tickets or miss your flight, we have no business shrugging. After all, we took your money

So we put your reservations into a computer under your name. (We do not like to think of people as numbers, and we do not expect our customers to remember the number on a ticket.) We know you and can take care of you

Another little form of neglect is to let customers wander around the terminal with problems and no one to take them to

#### "It's just down the hall, sir."

You will find a Sky Club girl at every American terminal, waiting to help out with any questions you have. You can recognize her by her white scarf. If you have a puzzled look, she will probably recognize you first

Our stewardess college gives a special

course in how to make you feel like a customer. It seems to be very effective—most of our stewardesses get married within 2 years.

Travel Agents like to book families with us because we are ready for your children too with our Junior Pilot's menu, games, diapers, and hot water for a formula.

#### Neighborhood movie.

On selected transcontinental flights, we show a movie in color on special Astro-Color\* screens (there's one within 5 rows of every seat) for the brightest colors possible

We even provide for "squarmability," giving your knees a little more room than most planes.

And when you get to your destination, you'll find your baggage waiting für you with in 7 minutes.

After all, you aren't flying by jet to waste time standing around an airport.

#### Customers, acise.

We think of the American Sky Club as the answer to every kind of neglect a passenger can run into. And yet we do not think of the Sky Club as a new idea at all. It's a very old idea

It's remembering what a customer is.

#### **American Airlines**

The surface built for professional travellers. (You'll love it.)



With eerie reality 'In Cold Blood' is filmed at scene of the murders

## A NIGHTMARE LIVED



he resemblance to the real murderers they play tirikes everyone who watches Scott Wilson and Robert Blake during the Diming of In Cold Blood Wilson for tell, standings takes the part of Richard Hickork (above), the garage mechanic with a long record of petty offenses who plotted the Clutter nurden Robert Blake stell senied) plays Perry Smith (right), the moods guitarest who was Hickock a ce, mate in the Kansas. prison while serving time for burglary. Both actors are experienced, but he ther has had a previous big break and they find themselves living their roles off screen as well as no charge 104A)



Like ghosts returned to the Kunsus wheatfields, two young men go through the events that give the town of Garden City a mucabre fame. The two look and behave eerily like the pair, Richard Hick ock and Perry Smith who on a November night in 1959 broke nto the home of Herbert Clutter in the village of Holcomb. 71/3 miles autside town, and murdered him and three members of his family. That erime was the subject of Truman Capote's international best-seller In Cold Blood which is now being made into a movie by Richard Brooks Brooks shows a chilling insistence on re-creatist reality. Not only do the actors who play the killers closely resemble their real-life counterpatts buso do their victims. All play their roles in the places where the actual events occurred in the same [1] ing stations and pawnshops where Smith and Hickock stopped on their ride across Kansas to the Clutter farm, in the very rooms and basement of the house where Herbert Bonnie Nancy and Kenvon Clutter were killed. Levels of reality and allusion have piled up on the people of Garden City First came the morders, then the trial of the killers, then the liveyear wait for the hangings. A year after that it was all brought back by Capote's bulliant re-creation first in a magazine, then in a hardcover book and a paperback. And now comes the making of the movie, like a nightmare revived, af feeting both the people who lived through the events and the actors.

AGAIN



water from the scene of the or tie Actors Binks and Wilson pia the scene n which Hickock and Smith discuss he plans toh the Cluster home and leave newanesses. They expected a sare stuffed with each has found in safe and on y a few de sars. At right the firm re-creates he killing of Keny in Carter in he baserier playroom of he Clube, house where the autau marder rook. place And a he adjoining Би пасс госов спрримие page the film resenants the muments when Herbert Clar er was ned on a Martress bes by Smith, who ben cut his throat and for good measure shot him



In the basement of the Clutter



home, the murders re-enacted

## Packing for a trip? Don't forget your teeth. BROXODENT® TRAVELER



CAPOTE CONTINUED





in the Chiatmas caid portrait of the rear to uter fa my tothe weight, taken in 93) Herbert Charter stands next to his seared wife. Kenyon and Nancy are at left. The roude sis ers. neither of whom was home the night of the murders. flunk their naverta. Above like a double mage. really is John McCountral vergrain of movies and heate who plays Herbert Chater At right are Pau Hough and Brenda Corrin se thin schadule appoint at Kansas i n vers y whi portray Kenyor and Nance



Double image of the victims

## 19.95 SWINGS IT



THE SWINGER the new Polaroid Land camera that gives you a black and white picture in 15 seconds

CAPOTE, CONTINUED

Richard Brooks directs a crowd of extras in Kansas. City has station where Hickock and Smith meet in the film. Brooks amazed his cast. ' He can tel, just by looking at you when you wont to bed and I you had lunch, one actor said, "and gets things out of you you never knew were there.

Truman Capate assumes a proprietary stance in front of the post office in the viago of Hoisemb, where the Clusters picked up their mail. Since he described to dilapidated condition in his book, this building has been renisced by one more efficient and modern. I not so picturesque.



### Actors and townspeople felt 'squirrely'



#### by JANE BUWARD

n Cold Blood is being shot with unknown setters and in black andwhite because as Director Richard Brooks said. "Technicolor and famous faces would completely destroy the mood we're after " It was the real scene, oddly that had an ait of Technicolor extravaganza the Clutter house had been pointed a gala, incongruous pink and on its lawn, as the shooting proceeded, off-duty crewmen with elegant beards and Yul Bryoner haircuts played touch footbal. Some actors awaiting their coes fed scraps of lunch to a new litter of mongrel puppies. The lady whose husband had been hired to feed the crew beamed as she talked of the Hollywood people. "Anymore," she said, "they're just like family."

But the amability did not go deep. Periodically from within the gay pank house came the sound of gunshots as the Clusters one by one, were murdered and remardered. Bobby Blake, looking frighteningly like Perry Smith emerged from the house after a session, shuddering, "I feel so squirrely working in there," he said

The townspeople felt a little squarely, too, to have the horror elaborately brought back. Some of them were disturbed that the aftermath of the tragedy was so profitable—motel revenues, for instance were up one third. Some reserved Capote is presence on the scene

If he hadn't or me along in the first place," one said, "we might be allowed to forget all this. Why'd he have to put us on the map this way?" "How case? an ther resident asked. "For raising mile?"

The wife of the Clatters manuter who has moved away because staying in Gorden City wasn't doing our nerves any good," tays that reading headlines about the movie is "like having salt poured onto an open wound," Several people who came to watch the filming were pleased to act bit roles But many scoffed at the proceedings, "Eight hours' work for three in nutes of film," one saifed "It s about as fascingling as watching peaches being canned."

When the company first came to town, a nice Methodist lady wasked up to Robert Blake on the street and said. "Hello there, real nice to have you in town." She was rewarded with a scowl. The townspeople all soon found that Blake and W Ison were dei berately unapproachable. "It's for sure," Wilson said, "that Dick and Perry never knew the Clutters of anyone cise here, so we don't figure

#### A new idea in deodorants-

## Sutton

Most deodorants smell like deudorants, Sutton deodorant amells like a cologne.

But please don't think Sutton is just a refreshing fragrance.

Primarily, it's a hard-working deodorant. But with a difference. It contains a subtle scent that stays with you all day. No matter what you do.

So, if your present deodorant begins to let you down by midafternoon, try Sutton.

Then, the next time people ask what cologne you're wearing, smile. Tell them it's a little something called Sutton.

PRICE MARKED B 10¢ OFF OUR REGULAR PRICE



For a limited time only 10¢ off on the \$1 size spray and stick, 5¢ off on the 69¢ stick.

D stributed by Sutton Cosmetics Kembworth & J

### Haunting spirit of Perry Smith

CAPOTE CONTINUED

we should hang around with them either."

Brenda Currin, who plays Nancy Clutter, said, "There was a mutual embarrassment when we met Bobby and Scott. It was as if we were all apologizing to each other for being who we were." She and Paul Hough, who plays Kenyon, are both 21 and both hoping to graduate on whedute next month from Karsas University They have toured with a K.U. drama troupe in Eastern Europe and Greenland and would like to try their luck in New York theater Their real coaeeen now is to portray the Clutters properly. I have to rememsays Paul not to focus my ever when they drag me fr m my bed Kerson couldn't see anything without his glasses

Brenda rode Nancy Catter's actua horse Babe a sway backed 20-year-old rented and returned to her old home for a couple of days. Brenda said. The really spooky thing was that wisen I let her she di automatically head right toward the same orchard where Nancy used to like to take her "For Brenda a moment of revelation came during the filming of the scene when Blake, as Perry, came intoher room for a chat and to extinguish her life, "I felt more sympathy for Perry then than I ever had in the book," she said. "It was a solden, electric understanding "

In some ways the parallels between the lives of Wilson and Barke and the killers they play are arresting. Like Hickock, Wilson used to be very good at basketball. "I got a basketball scholarship to Southern Tech," he said, "but then I lost it when I got mononucleosis, so I hitchbiked from Atlanta to Hollywood and took lessons to get rid of my Southern accept." Until his present role he spent as much time being a parking lot attendant and carhop as before cameras.

Biake, like Perry Smith, had an it nevant insecure of lifetimed. As a clinid actor he raveled between New Jersey and Lis Angeles and all around the country got a bid part in Treasure of the Sierra Madre and for a white piaved a sead tote in the television series Leave It to Beaner. He plays the guitar and barmonica, as Perry did, and is subject to his of temper. I box

and lift weights. he says, "to get the anger out of my system," His motel room in Garden City, where he spont nearly all his free time, was extensively decorated. Taped to the walks were snapshots of his wife and children back in Los Angeles, and a big Magic-Marker picture captioned The Viper—the stiller he lies, the more deadly he bites. "I can't tell you what that means," he said. "but it has to do with my part

Thoughts about Perry South keep haunting Blake, "All the time he says. If think how different Perry's life might have been if whatever talent he may have had for painting and music had been channeled like in ne and his easily I could have turned out the way he aid. He has whole like except when he was a tiny huby there was never any saish ne."

Perry Sin his spire was also being evoked is another more room across town Truman Capote's dec rated with such extravagant additionts as a pair of jeweled out. links or girmly made by Faberge for one of the exam. The author was lying there remembering the five Kansas years he spent preparing his book. "It's very strange," he said, "but the first thing every morning when I wake up, and the last thing every night, I think of Perry You know, just a few days before he died he sent me a 100page letter that ended, 'Life is the mother, death is the father, I'm going now to my father '

Not all Capote's recollections of his curious friend, the murderer, are meluncholy. Earlier that day, driving past crowds of townspeople watching the actors, he suddenly began to laugh. "It isn't funny, real y." he said, "but I can t help thinking how amused Perry would be if he were here now. You know how he used to like highfalutin language" How he d cor rect anyone who said, 'He don't We' one day wise: was visiting him in Depth Row remascing about the day he and Dick were brought back of the Gurden C v courth use to be med I told him how big the crowds were outside waiting for him. You know what he wanted to know? He asked me. Were any representatives of the cinema there?

When it's time for sportswear you look smarter and feel better in

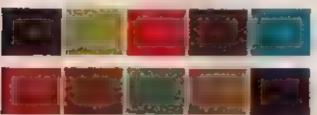


Beel foundation for your apoetsweer werdrobe? A pair of Jarman casuals—easily! Built for comfort, styled with non chalent distriction, colorful as all outdoors. (Though naturally comfortable, Jarman casuals—the all Jarman styles—are "west-tested" to assure you more comfort and better fit. This means that every original model, before being approved for production, is extensively worn under everyday conditions.) See your dealer's selection of these colorful, comfortable farmant. You'll want a pair for each of your sportsweer outfits.

Available at former dealers and stores from count to coast.
(We also make forman its for baye).



Each style shown, about \$14.00. Other farmen casual styles from \$12.00 to \$18.00. [Prices slightly higher in the West]



ASMAN CASHALS COME IN THIS WIDE ARRAY OF THE ORS



a unique way for you to help hungry peo aroun the world

Every day thousands of people die of starvation. Despite the great

a fraction of the world's hungry. But you can help by buying one of the finest records ever made. Simply send the coupon below with your contribution. By purchasing this record, offered at a fraction of its value, you will help the American Freedom From Hunger Foundation further its

work in the war on hunger.

The American Freedom From

"Golden Greats" 12" record album.

Hunger Foundation, Inc. is a

non-profit, non-partisan, non-governmental organization.

It is dedicated to the alleviation of hunger throughout the world by helping others help themselves . . . by leading, teaching, motivating. Twelve great artists donated their time, talent and performances for this

Louis Armst	rong: "Mack	The Knite"	Tony Be	nnett: "If I R	uled The World"
Leonard	Bernstein a	nd New York	<b>Philharmo</b>	nic: "The Rif	ual Fire Dance"
Dave Bru	rbeck Quartet	: "Will You St	ill Be Mine"	■ Doris Da	y: "Sentimental
Journey" 🖷	Percy Faith:	"Spanish Hai	rlem" 🔳 Ro	obert Goulet:	"If Ever I Would
Leave You''	■ Mahalia	Jackson: "If	l Can Help S	omebody"	The Mormon
Tabernacie	Cholr: "Batt	le Hymn Of	The Republi	c'' 📕 Bar	bra Streisand:
"I Stayed To	oo Long At T	he Fair" 🔳	Richard	Tucker: "The	Exodus Song"
Andy Will	iams: "Dann	Boy"			





A Service of Columbia Phrants

## The lazy man's storm window

Windows with PPG Twindow Insulating Glass do everything conventional storm windows do...without the bother.

They reduce heating bills.

They keep rooms warmer in winter.

They reduce fogging and downdrafts.

There are only two surfaces to wash, instead of four.

The cost can be included in your new home mortgage.

Talk to your local builder about the lazy man's

storm window—wood windows made with PPG Twindow Insulating Glass.

It's actually two panes of glass with a layer of dry air sealed between.

You'll never have to put up,

take down or store storm windows.

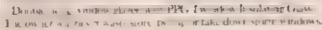
Available in all types of wood windows that open and close.

PPG makes the glass that makes the difference.

Pittsburgh Plate Glass Company,

One Gateway Center, Pittsburgh, Pa. 15222.

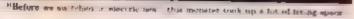






#### Total Electric Living is a clean break with the past







#### "We swapped a 'monster' for a new family room when we modernized with flameless electric home heating"

"Was I glad when we switched to flame one electric heat and got rid of our bulky old furnace." reports Mr. Richard Berg of Aurora. I Now in its place, we have a wonderful fam a room

"With electric heat, we're comfortable -really comfortable for the first time since we mused into this house. No cold spots. No midden hat basts. No noise. And even I ar appreciate how much cleaner everything is - including our lightcolored wells, rugs and curtains.

Like the Bergs, more than 2,500,000 families

across the nation have discovered the modern benefits of flameless electric heating, and how reasonable it is to install and operate

Your electric utibty company will be happy to show you how easily you can modernize your home with flameless electric heating regardless of its age sixte or size They wil he p you choose the right system for your home and suggest ways to make financing easy

( al. now and start on your way to the joy of Total Electric Living.



BLE TRUE LIVING The Cold Medallion schemiffer a micro

#### You Live Better Electrically

Edison Electric Institute, 750 Therd Accesse, New York, N.Y. 10017

Only electricity offers flameless heating and cooling - and so many different types of equipment to choose from.



Heat pump heats to win er coots in summer. One see ing keeps any distred year-round temperal ure



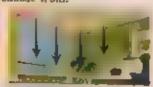
Electric furnace with any feet orn banes with woung and burnshity times with using and burned contest or year cound comfort



Dectric baseboards to respect the bland with retern deep. Permit in dividual record temperatures.

Hot water system. Since be der langs on wall. Circulates but water through baseboard quits. bleed with every dest. Perce devidue room temperatures.





Radiant ceiling bearing in avisa ble his birdome arm era are can be individually consecuted



On a manuscrimition 75 milion morthment of Annyalism's Mexico, a man hunkers down to rest in the cool overshing of a care. For all the page and quint of the state ting, this care contains one of America's most obtained by the anniant Olemen, where high milional closerished in Mexico between 100 and 400 B.C. They were discovered by an ameters archaeologist named. Carlo T. H. Goy, who was nameling for just such traces of the Olemes. About a trile into the cave he deams upon this justing sinh at sight with its deriving of a large rad and black support. Namely when printers of some unidentifiable animal (lower right) looping into the nir. Realizing he had imposed upon the eident paintings in the Western Hamisphane, he went on the photograph the other muchs in the cave (next page).

Archaeology

Oldest paintings in the Americas



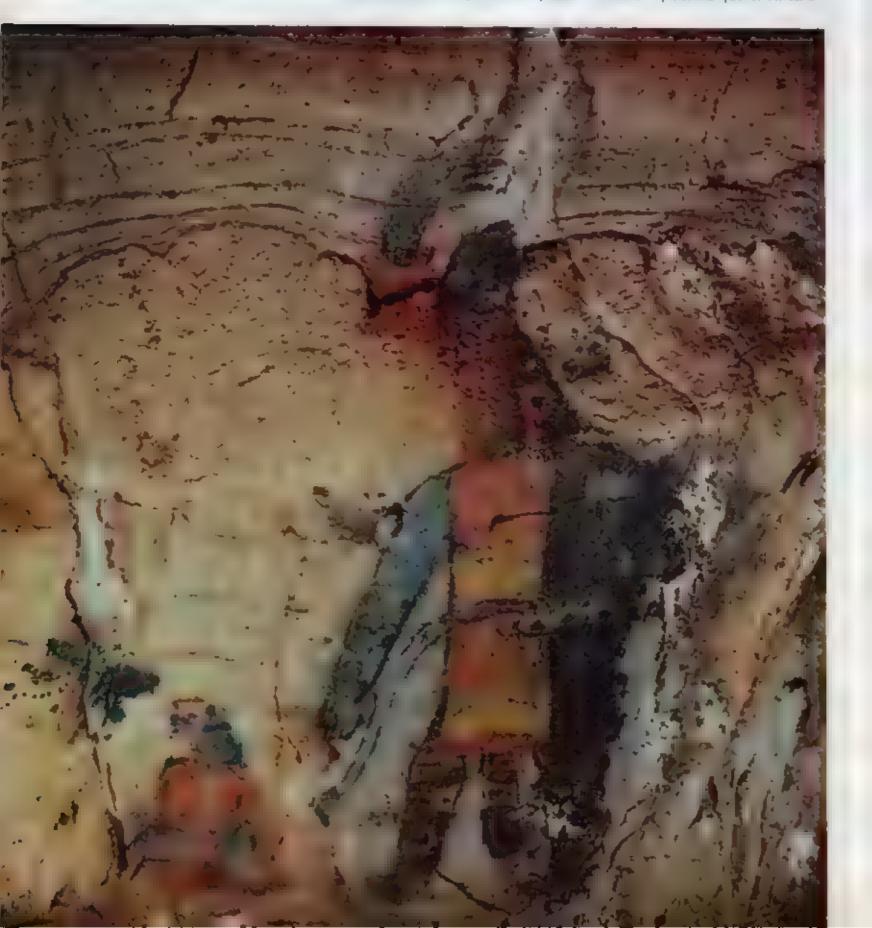


#### The best mural shows a mysterious Olmec ritual

from 2,500 years ago

The most elaborate of the murals (found in a chamber nearly two thirds of a mile from the case entrance) depicts a pair of human figures who seem to be performing some obscure. Of medicates. One man (right)—standing 5 feet 5 inches—wears a black animal pertishing over his reft shoulder, a kneel length garment banded in red, black and yellow and a plumed

headdress similar to ones depicted in other O'mec art. He gestures with a trident shaped object in his right hand toward a scated ligare (left), who is naked save for a wide black sash and a band entiring his neck. The standing figure appears to be performing a titual exoreism upon the scated figure—says City—"Pethaps the latter represents a spirit of the earth."



## Unusual offer.



All the travelers checks you want

-up to \$5,000 worth-for a fee of just \$2.00.

At banks everywhere

during May only.

Read how you can save up to \$48 by buying First National City Travelers Checks now for your summer vacation or business trips.

Because we want you to discover the advantages of First National City Travelers Checks, we re offering you the opportunity—Juring the month of May—to buy up to \$5000 worth for a fee of only two dollars.

The normal fee for travelers checksian penny perdollar. That is, \$ for every \$100,\$2 for \$200,\$20 for \$2000, and so forth. If you bought \$5000 worth, it would cost you \$50

Now, during this offer, that same \$5000 worth wil. cost you only \$2, plus the face value of the checks. So you save \$48 tfor less than \$200 worth, of course, the fee is less than \$2)

Why are we making this offer? Because once you discover the peace of mind and the very real advantages of using our travelers.

checks, you'll be back for more. What are these advantages?

#### Welcomed everywhere

First National City Bank has been in the travelers check business for 63 years. Our checks are known and accepted in more than a million places throughout the world—airlines, car rental agencies, steamship lines, hotels, motels, restaurants, stores, etc

You can spend them as easily in San Marino as you can in Saratoga. And they're just as convenient on a weekend trip as on a world tour

#### Fast refund in case of loss

The greatest advantage of First National City Travelers Checks is that you get your money back promptly if they're lost or stolen. We've built a security network of 25,000 banking offices around the world where you can get lost checks refunded fast. On the spot.

How do you find the nearest refund offices? In the Continental U.S., call Western Union Operator 25. Abroad, we've supplied every principal hotel with a list of the nearest offices

No wonder we're called The Maximum Security travelers check

#### Buy now, travel later

Even if you're not planning a trip before May 31, you can buy your travelers checks now—at a saving—and use them later. Many people, in fact, keep some travelers checks on hand as "mad money" or as insurance against the day when they may need cash in an emergency

#### Offer good only in U.S. and Puerto Rico. Ends May 31st, 1967

Never before has such complete protection for your cash been so inexpensive. So act fast Get your supply of First National City Travelers Checks now You can buythern at most banks and savings institutions

#### Note to all banks and savings institutions

During the month of May, we're making this unusual introductory offer to your customers at no cost to you. Your customer gets the saving, but you earn your normal commission. If you don't have our checks, get in touch with First National City Travelers Checks, 399 Park Avenue, New York, New York 10022. Phone 212-559-0651

#### First National City Travelers Checks

Member Federal Deposit Insurance Corporation. © 1967 Face Manusch Coy Book. New York Common-sense transportation at a sensible price. Only \$39.67 per month

## Fords Model C.



The Model C is Ford's new Cort har From the day it was introduced, this unique advance in sensible fransportation has been selling at a phenomenal pace. Here's why:

Jp to 30 miles per gallon at norms, speeds from one of the most efficient 4-cylinder engines

Rally bred for performance, too. Every time you too the throttle you'll be reminded of its international racing heritage.

Spacious room for five adults. An vinyl interior individually adjustable bucket seats

Front disc brakes. A 4-speed, fully synchronized transmission for smoother shifting.

A turning circle 6' shorter than VW's. Makes it

easy to maneuver, turn, and park

Morn luggage room, too. Has twice the luggage spaces of a table

Want an optional automatic transmission? You can get it in the Model C

And every Model C has Ford Motor Company Lifeguard Design Corbna Safety features

No wonder so many owners of imports and compacts are switching to the Model C. It offers far more car than any of the other top-selling imports. It saves U.S. compact owners up to \$363 on the basic price atone.

The Model C is as sensible and right for today as Model "T" and Model "A" were in their day.

Five modets are available. The \$1815° Deluxe 2 door (shown), a 4 door Deluxe, even sportler 2 and 4 door GT's, and a station wagon. See them soon. And remember the Model C is sold and serviced by Ford dealers—backed by Ford Motor Company.



#### Ford Cortina \$1815

\*Price quoted is manufacturer's suggested relatifiese price in East Coast POE The price includes federal muchel the and suggested dealer delivery and handing charge State and local faults and transportation charges in your ideal dealer are additional bignifity payments based on 36 months with one-third down Payments vary startify by area.

Test drive a Model C today. See the Yellow Pages for the name and address of your nearest Ford Cortina dealer

## Tracking down the 'Witchcraft handsome, graying in

#### itchcraft Works'

The Olmes civilization is the oldest one ever discovered in the New World It tantalizes archaeologists because they know so little about who the O mees were, where they came from or how and where they developed their culture—and because the answers to these questions are mextrically bound up with theories about the origin of civilization itself in the Americas. Some scholars believe that the Olmee may prove to be the "mother culture" of the subsequent high civi izations of Middle Americaic Zapotecan, the Mayan and the Teot hancan, To tee and Aztee-and possibly, in the opinion of one scho ar the Incan of Peru as we l. Centuries before the time of Christ, the Olmees were building elaborate ceremonial centers along the southern Gulf Coast of Mexico. At La Venta in the state of Tabasco, archaeologists have found an enormous earthen pyraend, 100 feet high, surrounded by low platforms, courtyards and other, smaller mounds. The most famous Olmec monuments are the colosial heads they carved out of a hard basalt' hage, square-faced. helmeted human heads, some of them nine feet high. Their other known art work includes fine jade carvings, decorated pottery and terra cotta figurines-but not, until Gay made his important discovery, any paratings

It was about three years ago that Gay first began to hear runters about the cave paintings. Gay is a handsome, graying Italian who six years ago resigned his executive position with a steel company in order to pursue his passionate interest in prehistoric American archaeology. In the course of various teips to Mexico, he heard the paintings described sometimes as "bunting scenes," sometimes as "witch-eraft works." The rumors seemed to focus around a remote village named Colothpa in the Sierra Madre del Sur in the state of Guerrero. and last summer Gay and a friend, Gillett Griffin, curator of graphic arts at Princeton University Library, decided to go there. As they drove toward the village, they asked a man along the road if he knew about cave paintings, "Yes," he answered. "Ask for Andres Ortega in the village. He knows all shout them."

Thus did Gay and Griffin ducover the Justlahouca Cave (the name means "beautiful blue-green valley," an apt description of the view from its mouth) and meet the man, Ortega, who is considered its "caretnker" (It turned out that residents of the area visit the cave regularly twice a year with Ortega's gusdance, in mid-September and during Holy Week.) The cave extends deep into the mountain, chamber after chamber separaled by tortuous passageways, and ends in a subterrancen lake The first of the paintings is 3,400 feet from the entrance; obviously the Olmec artists went to some trouble to put them there. Gay likes to imagine the scene a small group of Indiana carrying torches and crawling down into the deepest parts of the limestone cave to daub their red, black and yellow pigments in the flickering gloom of the smoke-filled chambers.

in another gastety of the Juxtahuaca Cave, an Olmec artist drew in carbon back and did not color a man wearing a win cloth and hold in unidentifiable objects in each hand. The drawing may be the prelimnary steech for a painting which the artist intended to complete but nover did



#### It's in the bag.



The Wonderland of
Quality. Confidence. Satisfaction.
And greater choice.
That's what it's all about.
See for yourself during
Brand Names Week May 11-21.

It's Brand Names Week again. Time to see what they really do for your shopping.

Brand Names make it possible for you to get the best possible value for your money Creates new product ideas. Product improvements. So life will be easier, Richer, More enjoyable.

When a Brand Name advertises, he puts his reputation on the line. And he'd betterfollowthrough That's why you can be sure. Have complete confidence. Have so much choics.

Whenever you shop, whatever the week, you can be sure there'll be a wonderland of benefits in the bag.

A way must be found to preserve an individual's values

Toward a

Communal

Society

The three previous instalments of LiFE's series on the individual in modern society have dealt with the threat of enonymity, the growing commitment of the young to idealistic causes, and the Individual's role in a grant business corporation This final instalment discusses the changes and adaplations we must make to preserve the freedom and importance of the individual in an increasingly complex society. The author is chairman of the sociology department at Columbia College. chairman of the American Academy of Arts and Sciences Commission for the Year 2000, and was a member of the President's 1966 National Commission on Technology, Automation and Economic Progress

#### by DANIEL BELL

he most salent fact about American society—the roof fact necessary to comprehend so many other bewildering sepects which mark off our times from the pest—a the change of scale in our lives.

Urbanization the population explosion, the pace of our activaties the constant bomberdment of new ideas, new knowledge, new people our very comprehension of the nature of the universe—all these factors are changing continually. The simple and crucial result for the individual is

that no longer will any child be able to live in the same kind of world his parents and grandparents inhabited.

For millennia, children retraced the steps of their parents, were initiated into stable ways and ritualized routines, and maintained a best familierity with place and family. Today, not only to there a radical rupture with the past, but a child must necessarily be trained for an unknown future.

Not only is all this the defining characteristic of our times—it is the root of its disortentations For, as the world becomes more open to us, there is a greater hunger for experience. There is a deaire for change and novelty and the search for sensation. Out of it comes the erosion of old creeds to be replaced by a mingling of all creeds and all styles, a jostling of primitive and classical modes. It te this syncretism of culture which so distinctively sets the rhythm of contemporary life, which under lies the resiless feeling that officts so many individuals in their search for "meaning" in the contemporary world

Every human society in the past has made some distinction between what is held to be sucred and what is considered profess. But ours is a secular age, and nowhere more so than in the U.S.

Some of our "nothing sacred"







#### THE INDIVIDUAL

attitude derives from the lack of a past and of a continuity in time The United States in after all a created nation" in fact it was the first new nation-long before the new nations of present-day revolutions. The disdain for the sacred is also part of the roughand-ready equitarianism of American life, with its lack of social caste and of respect for individual differences. Such casualness has its costs. When the rules of status and achievement are unclear the result is often anxiety, even though the idea of reality, of meaning and achievement, is a fairly simple one sociologically Reality is a confirmation by "significant others." In the lewish faith, traditionally, the bar mitzvah in a confirmation by the community, in a similar way, graduation from college is the confirmation of a new role and a new status, a judgment by one a teachers of maturity and manhood.

When a person is confirmed by others, there has to be some sign of recognition. Resity "breaks down" when the confirming others," for whatever reason, have lost their meaning for the person who seeks to locate himself as an individual, or to find a place in the society. Today, individuals have left old anchorages, no longer for low inherited ways are constantly faced with the problem of choice and can no longer find authoritative standards or critics to guide them.

#### The changing nature of the family

Nowhere is this more evident than in the change in the nature of the family. In the traditional world work and home life were one and the family was both an economic and a social unit. Not only that but it was the setting for almost all the other social functions as well—welfare, recreation, education and religious instruction.

The modern world has witnessed the separation of the famity as an institution, from most of these functions. There is, more radically, a separation of family from occupation, whether it be the breakup of the family farm, the family business, the family enterprise or the family tradition, such as medicine, law carpentry fishing. Education has been taken over almost entirely by the schools, recreation primarily by commercial enterprises, welfale by the government or by social institutions. The family is now focused largely on fulfilling psychological and smotional needs and not sufficiently a lowed to do this, according to some sound psychiatric thinking

The change in the nature of the family-historically the most crucial of all human institutions--has had a contradictory effect on a person a sense of individua am In a paychological sense, as the ties with a family have weakened or been out altogether the feeling of individualism has been enhanced. To the classic question of identity-"Who are you?"-a tra ditional parson would answer: "I am the son of my father " But to day a person says, "I am I. I come out of myself and in choice and action I make mysef" The great thrust of the American cheracter-the urgs, the composition to atrike out on one slown, to cut away from the father and even to surpass him-has been one of the richast of the sources of dynamism to American life.

But there has also been a deeper meaning to this change in the
nature of identity in atriking out
for oneself experience, rather
than tradition, authority revealed
utterance, and even reason has
become the touchatone of truth
and understanding. To this extent
the sense of generation has become the focus of individual identity, leading in turn to strains and
conflicts between generations in
society and opening the way to
rebelliousness among the young

Another defining characteristic of our time is that masses of persons will no longer concede their exclusion from exclusion situation expressed most dramstically in our own decade by the Negro revolution. In a fundamenta sense this development grows out of the historic claims of n dividuatism—the demand to be treated as a person, not as a category. Yet, paradoxically, this claim of the individual is being made by the group and la being real zed by the government Since inequality in our society sname from disproportions in power privilege and telent, the effort to redress such disadvantages necessarily involves the individual only as a member of a group, or as possessing a particular atatue -- ca a worker or a Negro, an aged person or one of the poor This soclai fact is rechaping our basic institutions.

It is only within the past faw decades that the United States has become a truly National Society in which aconomic or political or soula action in one section immediately affects avery other.

CONTINUED

## New! Swanson Creamed Chipped Beef, ready to heat and enjoy.



#### It covers any kind of meal.

Try Swanson Creamed Chipped Beef for breakfast sometime. It starts your day with a good, hot meal and keeps you going until lunch.

Having a brunch? Serve something new, something everyone will love; Creamed Chipped Beef in patty shells.

Lunch? After a morning of shopping, serve Creamed Chipped Beef over English muffins. Not just because it's so good.

Looking for a main dish idea for a well-balanced

dinner? Try Creamed
Chipped Beef on
baked potato. Such versatility.
Such goodness. We make

Swanson Creamed Chipped Beef with lots of chipped beef and real country cream and butter. Then we freeze it in individual servings, all ready for you to heat and enjoy.

A delicious new way to make the hardest part of the meal the easiest.

Trust Swanson for the best and newest in frozen foods.

## The Friendly Store

YOUR STORE WITH MORE AT LOWEST POSSIBLE PRICES

OPERATED BY GAMBLE-SKOGMO INC.



12-PG. SET WITH EVERYTHING, INCLUDING DOUBLE TEFLON' COATING

No money down, 500 per month buys this 27.98 Velue

Now! Have gentalesed strages in own.

heavy pauge message attended them ideal bronze covers its anugly to give witteness enoting. Extra depactly people. Enjoy no-spok cooking, no-spour

cleaning. Famous DuPont Tellon' finish

Bake 8 pancakes on 12" griddle, Fry 2

hickens, or do renge-top rossting or braising in multi-cooker its hi-dome cover also tits 5 qt Dutch oven. 2 qt 1 qt. covered seucepans. 6" covered skelet Nylon spoon, spetule



Sale starts Thursday, May 11 Prices good thru May 20 only

WARM WEATHER FUN BEGINS WITH THESE MONEY-SAVING SPECIALS. SHOP **NOW...SHOP EVERY DEPARTMENT & SAVE!** 

No mail orders, please



DELUXE 24" MOTORIZED GRILL

& Wanning Over

1988

Delicious copioula made pasy 3 posbon swing-out motor is U.S. made U.S. hated. Chrome placed and, adjustable grid/positive tools. Over temperature gauge. Sturdy steel bowl, 5½" wheels Black/silver gray



LAWN JET TRAVELS 100 FEET 800

Save new! Sale price

All new, the lowest priced traveling apprecides ever Just pull out the rigion K sprays an even 50-foot circle as it goes, reesing in cable, then shuts of automatically. 36-9996



SAVE ON SPINCAST COMBINATION

Manufacturer's suggested 988 fat price, 18.46

True Temper 410 Real, famous for accuracy, no backlash, instant roller pick up 4-to-1 gear ratio, push button control Pro-spooled/125 yda, 8-lb, test mono-slament line. Fest taper rod, cork gnp chrome V guides and tip.



SAFE, PORTABLE, SAFARI LIVE

29.50 Value

Operates on betterles or plugs into any

110-v A.C. current. Softly Rodlights a wide area. No flame no fuel hangs safely in any position. Ideal for cumps, fents, traters, boets, cabins, paties, blackouts With 2 batteries



#### MOTRAY ELECTRIC BUN WARMER 995

and removable cord

west burst, breed, pashise. Keep them were fresh, warm and flavoriul right at ne table. Woven wood hoor/gold finished -- minum interior thermostat control "ged cover washable Scotchgard" Meshed Isbric



**WEW AUTOMATIC CAN OPENER** 

Knile Sharpener only 1768

Two appearers, all the latest features Put can in place—opener does the rest urts lid magnetically shots itself of Cuting and drive wheels guaranteed against duliness or free replacement



MEEVEL

Z-PIECE LUXURY LUGGAGE SET 27 A 28' matched came 1868

Travel less class. Beautiful French crush dicuid embossed heavy gauge vinyl trens washable guided praist lining Revnolds aroman of dus losses nicket plated ranges base plate Blue grey OF WEST



STEPSTOOL DOUBLES AS CHAIR

12-05 Value

988

Brings top shelves within reach lets you sit down while you work Comfort cushloned seat lifts up Beige Whyl up-constery incomy rubber-treaded steps. Onome piated frame safety flared legs. Juryed backrest 24"



#### FEEDER KANE

#### NEW PUSH 'N FEED FERTILIZER

\* Thibe, pump, Injector unit

For instant familiang, direct to roots, in measured amount No digging, no waste werleading Heavy duly plastic tube. wantese steel injector

whitzer Carbidge, ell purpose or rose



#### DELUXE OSCILLATING SPRINKLER

Our Breat! Sale price

Dial any rectangle for extra large coverage—up to 3,500 eq. it. Brass jut nozzles ensure even distribution, controlled apray. Powerful, permanently lubricated motor is seated against dist. 10-054



#### **GUARANTEED UNTIL YEAR 2000!**

50', reg. 8.95, with bracks

600 lbs. Large 14" I D

With your trade-in, this 21st century rypher hase costs under 25c s year 33 years gueranteed service or replaced tree by Gambles Reinforced with super Tyres cord Withstands pressure up to



#### WONDER BAR WIPES OUT WEEDS 395

4 95 Value

Don't dig dendellons other broadlest weeds Apply 2-40 this easy way - they curt up and die Pull bar across lawn. It leaves then wax birn that won't blow or wash off Leate season to season For 20,000 eq It



#### SLEEPING BAG AND DUFFLE

Wilderness Deluxe PO 22 88

1777

100% washable. Non-allergenic filling. 3 winds OuPont Decron\* 88, bonded "Strata-therm" built. Pound for pound warmer than down, 2 air mattress pock ets, full separating zipper Duttle trag ncluded.



#### TURTLE WAR MAKES CARS SHINE

18-02, 1-00 Value

One easy application cleans, polishes and protects your car for one whole year with a brilliant hard shell finish World's largest selling liquid car was! Buy now and save Save more - shop all



#### SUARANTEED 1-COAT EXTERIOR

Of or Lates, reg. 7.40 gal. 649

Superiatede: 1 cost covers - lasts like Z Hi gloss, self cleaning. Keeps fresh look Resists milder amog stains if label in structions are tollowed & coverage is not satisfactory, customer may request rule retund or additional paint. 10-1571 1681



#### (CLOPAY

#### FOLDING DOORS DIVIDE ROOMS

Each 32" wide, 90" high

The attractive way to provide the perfect closure for problem openings or to di-vide a rount. Stepkts/new fruitwood look viryl on steel penels and comice, or Tradewind/not woven melogany stats. Trim to any height.





© 1967, Colgate-Palmolive Company

Be ture to match + Drawn of Jeanning up color NSC Monday 5-00 p. 20 pM aver

CONTINUED

Beginning with the massive increase in regulatory agencies under the New Deal, and continuing with a massive involvement in science armaments, and research and development which has reworked the aconomic map of the country the federal government has become our most significant end conscious agent of social change and transformation. Today this a most visible in the area of ervil rights and segragation, in the passage during 1964-65 of feder d ant discrimination and voting mwill case dramatic but equally decisive era the federal government a recent large-acale support of education, medical care for the ecod, subsidies for housing, nnovaluons in transportation, the protection of natural beauty extended encome benefits for the poor and 5.01

The rise of the welfare state . a high this implies, necessarily E IQUIOS I NEW role for the state governments, for such ambitious programs can succeed only with

a federal aid. Finally among those factors that combine to crete a liquidnal society, one most single out, for its overwhelming

to-psychological power the national popular culture that has emerged out of modern mass mmunications and transports tion. To the extent that one can date a social revolution, the eve eing of March 7 1955 can per haps be taken as a landmark. On that night, almost one out of every two Americans was watching Mary Martin perform in Poter Pan before the twevision comeros Never before in history had a sin de person been seen and heard by so many at the same time. This was what Adam Smith had called e Great Society-but great' in e way that he could never have

begun to imagina

if obviously it is not in enter support alone that such a gigur vous mpact our be le The lose pa a sharing palce h e indi Alabama chasing Negrilos with gas, clubs, pistors and riot runs made the dry or relatione is symbol of moral raignation with a week thousands of Amer one powed from a over the ountry to protest the outrages And the death of President Ken redy brought an estimated 85% of the television sets of the naon logother in a common behaiding of the funeral and a comson mourning of the ale young President of the United States.

While he Nationa Society is ref. atively new the National Idea of Lourse is not it goes back directby to the very founding of this ountry to the great portical de-

bates that went on in the first decades of its life. The debate over the National deal as Har vard Professor Samuel H. Beer has most recently reminded us goes back to the theory of the Constitution reelf. Was this country as the leffersomans contended, a compact of states each with its own sovereignty. Or was it a union, as the Federalists argued prested not by the states but by we the people -s national community that formed the foundation of a national authority?

#### The Founding Fathers and the 'National Idea'

This was, Beer continues, the basis of the famous Webster Hayne debate in 1830 over the propriety and necessity of the general government" using fed eral funds to build roads and canals, improve rivers and sub sidize education From Hayne's point of view South Carolina had no interest in a canal in Ohio be cause Chio and South Carolina were different governments en tering into a compact that could annul unconstitutional acts of the federal government. According to Webster on the contrary. Care ins and Ohio (were) parts of the same country, states united under the same general government having interests common, asso cipted interminated

Today the National Idea and the National Society are conionard. But the vast centralization that has resulted poses the ques-Lon. more significant then ever before of the liberties of the indi vidual in order to create viable communities, the individuals must have a sense of participation in and control over the events that affect their lives. It is to this can trai problem that we now turn

in the National Society highly ntertwined crowded and dense a new social shape is emerg ing it is what might be called the Communal Society The Communal Society is characterized not only by greater interdependence but by the fact that more and more of the things done to satisfy adividual wants have to be undertaken through group or communai instruments, rather than by the individual

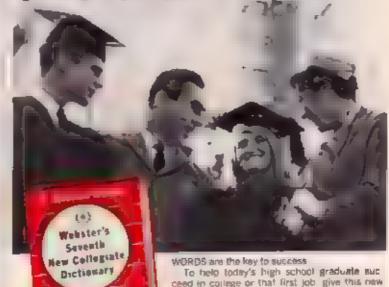
Such a group basis for politics can easily lead to a conflict of objectives and a conflict of rights and ireditional theories based or the natural rights of individuals do not always offer clear principles with which to mediate the issues. And yet if the individual

Donuts for dog

Doggle Do-Nuts are a new pet treat that look and smell like kitchen-fresh donuts. But they're different. Bite-size, crisp, and crunely Made of nourishing in gredients. Look for them at your supermarket and treat your pet to his daily Doggie Do-Nuts

Frenchs providers for pets for over 60 years

Their future success can be shaped by the gift you give at graduation...



To help today's high school graduate suc-ceed to college or that first job give this new Merriam-Webster required or recommended at colleges and universities everywhere

With 20,000 new words and new meanings. 130,000 entries in all, it's the only "Webster" that includes rules for spelling and punctuation and the scientific names of plants and animals

This is the only desk dictionary based on the unabridged Webster's Third New International Dictionary, word authority of the U. S. Government Printing Office. courts of law, the National Spelling Bee, and public fibrarie

At department book and stationery stores Just \$5.75 plain \$6.75 ridexed

Remark of substitute Websters make on the genuine

#### WEBSTER'S SEVENTH NEW COLLEGIATE

## Two heads work better than one!



Dentists designed PRO Double Duty\* to do twice the work of other brushes. That's why PRO\* has double bristles, firm blue ones for scrubing feeth clean softer white ones to gently massage gums. And there's even a stimulator to to help keep gums thm and healthy be tween dental checkups.

PRO brushes are the most widely used in America. That's what we get for putting our heads together.

#### PRO-PHY-LAC-TIC BRUSH CO.

Makers of fine combs and personal brushes

#### THE INDIVIDUAL

is to survive it must be within this new and ill-defined context. In order to re-define the role of free men, therefore, we must first take a careful took at the coming shape of the Communal Society. Surely the extension of the idea of group rights is one of its inescapable consequences, and one of the coordinates of the welfare and planning state.

There is another coordinate it is the simple fact that more and more of the goods and services required in our society will have to be purchased communally

Take something as ample, basto and necessary as air in every economics textbook air used to be the classic flustration of the only item that is a "free good Everything else including water has a cost. Yet the irony is that in the next 3S years one of the scarcest natural resources we have, in terms of increasing costs is clean air.

One cannot ask for and individually buy in the market place one s share of unpolluted air even if one were willing to pay for it. We can seek to assign the costs of air pollution to its sources whether industrial, municipal or individual. But these are cooldinated actions that have to be taken through public channels.

## A new social shape Communal Society

Another context for communal action is the cities. By the year 2000 more than 80% of the increase in our population will live in urban areas. During the next 15 years, 30 million people will be added to our cities—the equivalent as President Lyndon Johnson said in his "Message on the Cities." of the combined populations of New York, Chicago, Los Angeles, Philadelphia Detroit and Baltimore.

In the remainder of the century." he pointed out eloquently urban population will double city and will double, and we will have to build in our cities as much as all that we have built since the first colonist served on these shores, it is as if we had 40 years to rebuild the entire urban United States.

When we add to these tasks the efforts to eliminate poverty, to provide better medical services for the population, to maintain open spaces, to purify our lakes

and streams and have adequate water for a growing population to provide an efficient and fast mass transportation system it is evident that we need a coordinated balance sheet that specifies our national goals and charts our performance.

How do we do It? And how do we know what resources are available for what purposes? Recently e book by Leonard Lecht, which was an outgrowth of his survey for the National Planning Association sought to "cost out" some national goals and to see how much could be done by 1975 in realizing them. His projected net spending added up to \$1 127 billbon. Even essuming a constant annual 4% increase in the gross national product, the total at that time would be about \$981 billion. or a deficit of about \$150 billion.

he projections are important for two eas -s. One they prince to a drowing myth of economic nanipotence —the den that our economic machine as a magic correctopic that can always offer up all the goods that anyone might with to produce As the author of the study emarks.

Concentration on our secrety & object terms of advidual gots over onks the fact ther or oh is tives make up a system of connected to me on eso con We could were alled the cost of ony single ond at evels reflecting current asp ations and we could probably all and that for your for ery a map of goals ove the next derade We could be id our of ies or shorsh povedy or renisce. a the other of a read each ment in private adiatry or we rould bean to develop the hald was to get by to Muss and back before the year 2000. We can make substantial progress on many of the nations quals. but we rannot accomp ship of our asp one is at the same time

Serondly I we connot meet all such ghas sim accousiv we need some mechanisms has would allow us to tagare com peting cams and to make conar ous thomas What propo ton of added rational occurs should on to private persons and what for public spending within the public sector what proportion needs to go for delense and the conquest of a fer space and what for conmunity needs, with a community needs what prior ty should be given to ben planning to health to the relief of pour tyr

All present we have no methal nism for making these derisions properly. Nor do we know for example where within the complex of social his that can be

CONTINUES





Hella HELIN TACKLE COMPANY



#### CORNS

And the state of stretching post in the part of stretching the part of the part of the Manual that the stretching the stretchi

#### Now Possible To Shrink Hemorrhoids Without Surgery

. except in unusually severe or persistent cases

Science has found a substance with the ability, in most cases—to stop burning itch, pain and actually shrink hemorrhoids without surgery except in unusually severe or persistent cases.

In case after case doctors proved, while gently relieving pain and stehing, actual reduction (shrinkage) took place

The answer is Preparation H<sup>0</sup>, the only formula that contains Bio Dyne<sup>0</sup>. Preparation H also soothes irritated tossues and helps prevent further infection in eintment or suppository form.



Simca 1000 \$1639†



Volkswagen \$1639†



Renault 10 \$1647†



Opel Kadett \$1695†



Ford Corting C \$1815t



#### Rambler American 220 \$1839\*



Here's the proof that dollar for dollar Rumbler American is now the best automobile value in the world.

MAKE	PR F (lawest priord mod )	WE GHT	(FMCTH in hthes)	W DTH in inches	WHILL BASE	PA SENGER CAPAL TY	NO ME CY, NOURS	AVA AULE
S MCA 000 4-dr	\$ 6391	,609	495	5A 5	E7 4	4	42 hp 4 cyl	3_
VOLKSWAGEN 2 dr	\$16391	T-Fju-j	60.6	60.6	9.8 5	а	53 hp dryl	6
FENALLT ID 4 dr	\$ 547	74	67.5	50.0	89.0	4	50 to 4 cyt	
OPE, KADETT 2 dr	\$ 695	16.4	.6 6	6, 9	95 ,	d	54 hp 4 ryl	4
FORD CORTINA Model C 2 dr	\$185	1923	43.0	64.9	98.0	5	65 hp # cyl	5
RAMBLER AMERICAN 220 2-dr.	51839*	2669	181.0	70.6	106.0		128 hp./6 cyl.	9
VALIANT ,00 2 dr	\$3 ,24	2780	88 4	71	108.0	6	115 hp./6 cy	4
ALCON Standard 2 d	\$2, 81	2638	94 1	73.7	1,10	6	105 hp 16 cy	7
CORVAIR 500 2-dr H T	\$2,26*	2525	.833	69 7	105 0	5	95 hp /6 ry	5
CHEVY × 100 2 d	\$2,521	2 '65	.6.0	71.3	1100	6	. 20 hp /6 cy	7
DART Standard 2-dr	\$2 82*	2815	195 4	69 7	0	6	1.5 hp /6 cy	6

TABLE PROFESSION AND A STATE OF THE PROFESSION O

#### Now Rambler American sales are up 140%.

On February 21 we positioned flumbler American in the gap between the "too-little-cut" imports and the "too-mach-money" U.S. compacts. In the first 40 days. Rambler American sales jumped 140%—more than double the preceding 40 days. Now we can hardly build them fast enough



#### constipation?

Then count on Phillips' Milk of Magnesia. You see, there are many kinds of laxatives. As doctors describe them, there are uritant-stimulants like the candy types... there are bulk types... lubricants like mineral oil But the one laxative doctors recommend most often is—milk of magnesis. Doctors say it's thorough—yet gentle. Yes, it's gentle.

That's one reason
why doctors
recommend
milk of magnesia
more often
than anything else.

#### THE INDIVIDUAL

broken down into poor housing tow educational achievement deknowency and family disruption the first steps should be taken. To say that they are all interrelated is commonplace. Like a diagnostician who must try to prescribe a ramedy we have to know where in the labyrathine system one can enter if the massmum effective change is to come about. Our knowledge, unlike that of most diagnosticians, is alim.

But it should strike anyone that in a society confronting the kind of problems we have, the existing economic, political or social or ganization of 50 states is totally madequate to solve them. What is the rationals for the boundaries of Delaware, Rhode Island, Maryland or New Jersey? (In his 1966 enaugural speech Governor Hughes stated that New Jersey was undergoing an "identity on sis." Well it might) Under the federal Constitution, such concorns as education, welfare local services and the like are powers reserved to the states and municipalities. But these are no longer competent entities for performing such services. Their tax bases are medequate. Their administrative structures archero and inefficient

Our problems are compounded when we go to a lower-level unit of government. The elituation at the local level is chaptic. There is no decentralization but only disarray The proliferation of government gives rise to serious problems to the coordination of public programs, in reducing public eccountability, in making decisions affecting multi-unit areas, and in contributing to the wide dispartties between available financial resources and community and human needs. The complexity of the problem can be seen from the fact that in 1982 the San Diego metropolitan area had \$1 municipalities Phoenix 17 Houston 25 Cleve land 75. St. Louis 163, Chicago 246, and the New York metropoliten region some 1 400 local povernments -email villages, school districts, each with its own administrative gowers

here local-government boundaries—historic growths that could at one time adapt to local needs are no longer maningful Clearly what is necessary in the next several years is a comprehensive overhauling and modernization of governmental structures to determine the appropriate size and scope of units that can handle the appropriate tasks

The group of businessmen who have formed the Committee for

Economic Development recommended, in their report, Modernizing Local Government that the number of local governments in the United States, now about 80,000 should be reduced by at least 80% They further recommended that "the 50 state constitutions should be revempedeither by legislative amendment or through constitutional convention concentrating on ocal government modern zation-to pro vide for boundary revisions, astensions of legal authority, and elimination of needless overlapping layers. It would be abound to aim at reducing the number of existing states ... for historica froditional, and political reasons. But all sorts of state functions could be detached" and taken over by mult state or regional "compacts

#### Needed: a new way to plan our goals

Clearly there are no easy answers. (Imagine the effort to reduce the number of ocal political jobs by some form of rationalization.) Even the favorite theme of regions ism would provide no real solution, for the definition of a region is not hard and fast, but varies with different functions. A water region, a transport region. an educational region, and even an aconomic region have different overlays on the map of the United States One mustritrat deformine what is to be contralized and what is to be decentralized

Our present system of aconomic accounting does not allow us to reckon the accial costs of change and to decide, rationally who is to boar the costs. A new plant in an area may create new employment opportunities, yet ite byproducts--water pollution and air pollution-may create additional costs to the community. The substitution of natural gas and diesel all for cost has meant economic goins to certain producers, but also social debits in the distressed Apparachian areas, where the displaced gost miners because of their age, cannot find employment eisowhere

What all this adds up to is a need for planning—for priorities and for the specification of goals. This is not to suggest, particularly in the use of the word "planning that it would take the form of directives from a government to its people. Pather what is needed is planning that anticipates change, can facilitate change and can adjust to change, once we have decided what we want, in the same

CONTINUED



#### 1. MOW UP TO 11/4 ACRES AN HOUR

It's simple mathematics. At a 14-acrean-hour clip, big lawns are finished in a hurry! Small lawns in a jiffy—even when there are shrubs to trim around. Whatever the size of your lawn, you can polish it off any evening during the week with a John Deere and have every weekend, year round, to do what you really want to do . . . including settin' and rockin'.

#### 2. SET YOUR WEEKENDS FREE

Imagine all the things you'll be able to do on weekends when the John Deare joins your family. Fish, golf, go boating, or just sit around and admire your lawn, now that your grounds are in the greatest shape they've ever been in. Versatile? The John Deere can be everything from mower to leaf vacuum to snow thrower to dozer to sprayer.

#### 3. SEE YOUR JOHN DEERE DEALER

The first step toward owning a 6-, 8-, or 10-h.p. Weekend Freedom Machine is a visit to your John Deere Lawn and Garden Dealer. Discuss how the John Deere Credit Plan can make financing easy. Arrange an on-your-grounds demonstration. For a free booklet and the name of your nearest dealer, write to John Deere, Box LG, Moline, Ill. 61265.









#### THE WORLD'S LARGEST SELLING POLISH



#### THE INDIVIDUAL

sense that a corporation today plans on a five-year, 10-year and even 20-year bests to anticipate changes in markets, in products, in capital needs, and the like

In the area of public needs and communal services, the case for a stronger national government rests upon a simple proposition—the fact, as Harry V Jeffa, a political advisor of Barry Goldwater has put it, that "the problems which face the American people, to an extent unprecedented are national problems and can be dealt with

only by the common direction and close coordination of the efforts of all Americans

But in such a vast, broad undertaking, what role can the individual citizen—or even the individual citizen—or even the individual community—hope to play? The question of the size and scope of the social unit—the creation of a "homan scale" in a mass socially—is the most crucial socialogical problem created by the forces which have shaped our time. What then are the final considerations of this issue?

n contemporary sociology a debete has been reging that goes to the root of the lesues expressed in this sones in LIFE and in this article it is the effort to assess the impact of modern society on the individual. There are, on the one hand, writers who see contemporary society as providing greater opportunity for the individual be cause of new vistes, greater mobility, and the whole erray of new ideas and new cultures. To be modern writes one sociolog at means to see ife as alternatives. preferences and choices. There are, on the other hand, writera who see human beings as more elienated, fragmented between home and job, and included than ever before crowded, harassed, depersonalized

How does one thread one a way through this confrontation, especially if one believes, as this writer does, that both points of view are correct? The resolution, perhaps, lies in understanding a number of different perspectives.

By opening up more windows onto the world by making it more accessible in Imagination and in practical fact, by creating new skills and higher education, a parson can find greater individual fulfillment, and autonomy through the choices he makes. But equality, by ripping up old anchorages, by making more severe the psychic and social as well as the aconomic costs of falliare, by emphasizing material success as the criterion of achievement, and by allowing

mans taste to impose itself or culture, a sense of elienation is

There is a second, more direct element, the fact that the social history of the last 150 years has been shaped by two powerful contradictory impulses the drive to social equality and the increase in bureaucratization. In politics in opportunity for advancement, in legal protections, men have sought the goal of equality. But in one's job there has been more apecialization data led division of a bor greater impersonsilty and buresucratic rules in one's occupation one lives in a controlled hierarchical, bureaucratic world in the remaining areas one seeks to express opinions freely-in politice, culture, etc. It is in the lengion of these two that a sense of disparity and deportsonalization

And finally, there are two conelderations which explain perhaps
the radical left and the radical
right. One is summed up in the
catchword "the revolution of rising expectations." As the Engtish writer W G. Buncimen has
expressed it

Although at first eight a parados, it has become a commonplace that steady poverty is the best guarantee of conservatism If people have no resson to expect or hope for more than they can achieve, they will be less discontented with what they have, or even grateful simply to be able to hold onto it. But if, on the other hand, they have been led to see as a possible goal the relative prosperity of some more fortunate community . . they will remain discontented with their (ot until they have succeeded in catching up

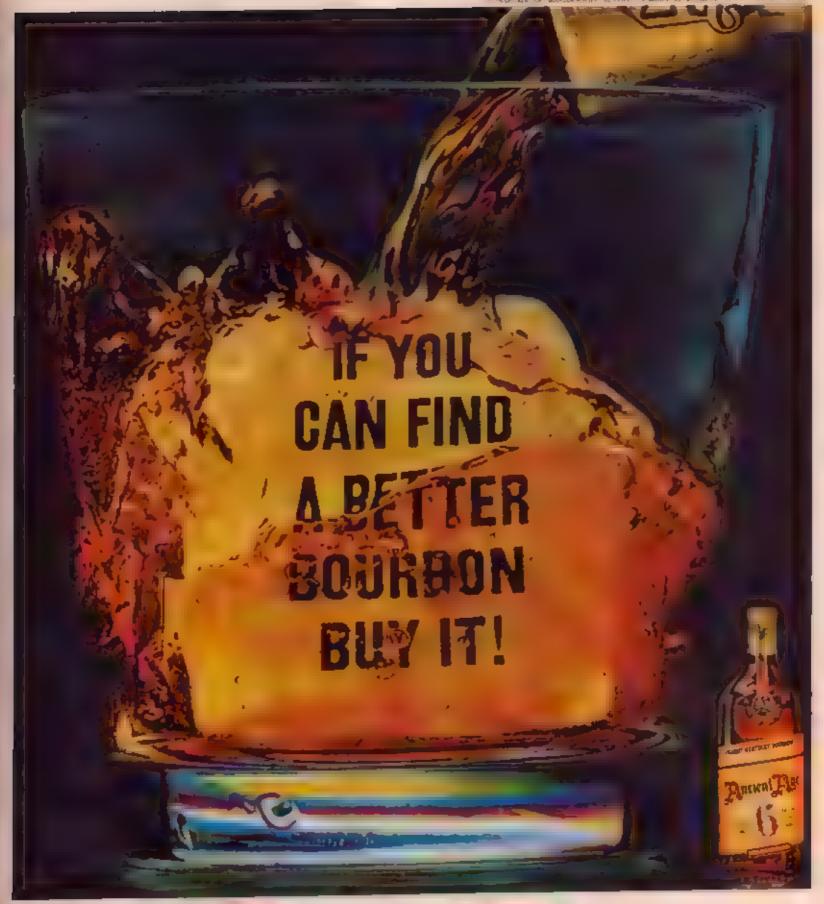
## The rise of radicals— left and right

On the other hand, any rapid social change nacessarily erodes the position of established groups, especially those attached to traditional ways of itself what defines the radical left is impetiance what marks the radical right is dispossession.

It is somewhat misreading to seek an economic location for the dispossessed," for it is not economic interests alone that ecount for their arkiteties. A small businessman may have made soneid stable amounts of money in the last decade yet strongly resent regulation in Weshington, the high income tax and, more to the point, his decline in status.

To the extent that any miructur-

CONTINUED





America's Largest Selling 6 Year Old Kentucky Bourbon!



For people who want to addizest to runch with a cool dessert or appetizing side dish. The unbreakable Thermos® Shak Jaries insulated with miracle urethane to keep treats cool and delicious for hours. To be sure you're getting the genuine article, look for the name "Thermos" on the lid



Don't leave home without us.



#### THE INDIVIDUAL

al focation is possible, one can say that the social group most threatened by the recent social changes in American society is the middle class—the independent physician farm owner email-town lawyer real-estate promoter, home builder, automobile dealer and the tike. And what gives fuel to their emotions s the nativist nationalism and fundamenta st outlook which d vides the world into good guys and bad guys, which essigns virtues and vices on the basis of such moralism.

Any rapid see all change in a so ciety which cannot in ellegairs' some outside threat—as in the case of the national unity produced during World (Var in bound to this wip pointed out tremes which seem to putar ze the society and break up its consensus. And these are the tensions we confront today.

Periode of social disruption produce what ecclorogists have called anomie. a society where individuels have no traditions or sure rules of conduct to guide them. Anomie sets in where there is breakdown of communal forms of solidarity, particularly the family, and where there is no effective regulative ethic to restrain excesses of conduct. Individuals no longer feel a sense of belonging. Nothing is secred, anything goes. Ansieties Increase. There is a search for new faiths. The stage is thus set for the charismatic leader the secular messiels who, by bestowing upon each person the semblence of necessary grace and the fullness of personality supplies a substitute for the older unifying beliefe that the mass society has destroyed. This has been the common diagnosis to explain the rise of dictators, strong political personalities, or cultist gurus. It is an apprehension that many people have about the United States today.

t is quite true. I believe that a society achieves liberty and stebility when men have rooted attechments to homes and work and where there is a sonee of parlicipation in the society Throughout modern industrial society there have run the intertwined contrad ctory currents of bureaucratization, rationalization, impersonality and efficiency in one channel, and equitoriarism, individualism, hedonism and permissiveness in the other it is too simple to fault one in favor of the other Specialization and efficienby ere a condition of mass production and a rising standard of

tiving for all Bureaucratization paradoxically, is often a condition or farmess for without specified rules or contractual arrangements a subordinate or a worker may often be at the mercy of the arbitrary whime and caprico of 8 su pervisor of boss who is exercising his individualism. Ye the problem of behance ranging

in the next several decades the decisive sociological problem for the emerging communal society will be to work out new social forms which w in the eros of work relat the authoritarianism of bureaucratic hierarchy and, in the community maintain and in crease the citizen's participation outs affects.

## The paralysis of too many participants

The major problem will be in the creation of such visible communities, for it is there that the political decisions which directly affect our lives are shaped. The problem is twofold how to achieve some results functions for a call communal groups in a national excitety, and how to give the individual a same of effective participation in the policy.

Now the saving grace of Ameri on has been precisely the variety and number of "ascondary groups between the state and the individual-this is a nation of joiners, excisimed Tooqueville In amazement-which have provided social attachments for the ndividual citizen in voluntary axed Ciations, in a remarkable book an titled The Moral Basis of a Back ward Society Edward Banfield of Harvard contrasted the attustion in a small town in Utah and one in southern Italy. "A single lesue of the weekly newspaper pubkehed in St. George, Uteh (pop. 4.562) reports a variety of publicspulled undertakings. The Red Cross is conducting a membership drive The Business and Professional Women a Club is raising funds to build an additional dor miliony for the local lumor college. by pulling on a circus Future fa mers of America ourned noe saing a un biod sie

A ocal church has co ected \$1.393.11 in pennies for a children's hospital 350 miles away. The County Farm Bureau is flying one of its members to Washing ton, 2,000 miles away to participate in discussions of farm policy. Meetings of the Parant-Taschers Association are being held in schools.

In Montegrand (the name is

CONTINUED



## The Sheaffer was made for state occasions. It gives your writing a touch of diplomacy.

A Sheaffer Desk Sellanks he part this tastelly designed Beally or to ge her in a wald elegant.

And the pens and ballookis write as well

A Sheader (e.t. Se is an application and be... y
to compare who ignition to the game of the compare who ignition to the same of the same o



Sheaffer Desk Sets

#### THE INDIVIDUAL

a pseudonym), a commune of 3,400 poor farmers and reborers in southern Italy, there is no newspaper nor is there one 'in any of the 13 other towns lying within view on nearby hirtops.

Official notices are posted in the salt and tobacco store, a government monopoly and on a bullet n board in the town hall

Twenty-five upper-class men constitute is circle and meintein is clubroom where members play cards and chat Theirs is the only association.

It is the extended network of voluntary sesociations which has been the source of so much independent initiative. In politics and correl ate in the United States One might argue that with our increasing urbanization auch civ to continuousness would diminish and that in this dactine one could find the source of the dis-Or entation that individuals feel in the large urban environment And yet I would argue to the contrary In American life today there is probably more voluntary associabon, more local community and suburban newspapers and more participation in a variety of organizations, professional hobby and civio, then at any provious period in American history

One of the elements that makes New York almost ungovernable lousy is precisely that problem tion of groups. Forty years ago, New York City had a single political boss whose power was based on a small number of neighborhood clubhouses, and a business community relatively cohesive and influential in the affairs of the city through some key banks and aid families. It is the volt multiplication of organizations in New York-block auto c-stions, neighborhood councils Parent Teachers Associationseach clamoring for attention to its

problems, which has awarened the mayor's office. The picture of small economic and social on garchies running the large and small towns of America—true once in Middletown true still in Dahas certainly not true in New Haven -is fading. In New York, the directory of social and health agencles published by the Community Council of Greater New York lists some 1 200 organizations (including hospitals, churches, social welfare agencies, as well as neighborhood and voluntary associations] within the city and if one adds further the large number of church societies, PTA groups, block associations and the like, the number of voluntary groups in New York adds up to a much larger

In a paradoxical way, it is the multiplication of organizations and the increase in participation which often enhances a feeling of ineffectualness. For where there is a boss, or some identifiable source of influence, it is easier to get things done. Where there are hundreds of elementing groups, each seeling its own projects or projecting some specific interest the attainment of consensus or direct action is more difficult.

#### Social choice vs. individual values

It is here that one comes to the nob of the problem of the communal society—the relation between societ choice and individual needs tomething for himself he can buy it in the market. But where one has to acrive at joint decisions, how does one amalgaments the discordant preferences of individuals who want different things in order to achieve a social choice?

The answer, quite simply to bargaining—the bargaining and trade-off of preferences within and between groups. But short of some arbitrary and dictatorial knocking of heads together what other mechanism is there in a free society which is responsive to the play of conflicting opinions?

The idea of bargaining may seem prosaic when matched against some of the great idea s and utopias of human aspirations Yet it is this very principle which is the foundation of a continuing civil society. Few countries in world history have escaped viotent internal civil and political disorder within the lifetime of any engle generation. Few countries have been able to institutional zethe mechanism of a peaceful transfer of political power where the loser goes off to work as an ordinary citizen, rather than seeking to organize a coup, or being shot Except for a handful of countries, mostly on the north rim of the Atlantic community few nations in the world have been abid to excape civil wer within the last hundred years. Even France mother country of the civilized style of life, an recently as ask years ago was threatened by the speciacle of paratroopers descending onto Paris from the army base in Algerie to seize power It is the ability to achieve and maintain consensus that represents the triumph of democracy

In one of the last, moving aseays of his life, the German sociplograt Max Waher distinguished between two fundamental political orientations, the lathic of life mate ends," and the lethic of responsibility."

The ethic of ultimate ends is, at best, an ethic of conscience it is an absolute athic which insists, unconditionally that the end is so crucial or justifiable that all means necessary may be taken to achieve it, and that no compromise a possible. This is for

example, the ethic of Bolshaviani,

The ethic of responsibility in the ethic of compromise it asks not who is morally right and who morally wrong, but given the potential conflict, how can one solve the problem with least damage for all concerned? With its concentration on civil peace, however the corruption of this ethic is the loss of principle, or opportunism, into which andless compromise can lead

The political man, if he is to achieve the "calling" of politica. in aware of both risks, and he knows, in his own muturity that no Mogle formula or answer will suffice. His only guide is a sense of responsibility—a commitment to his own principles, and a sensilivity to those of others. He acts as Weher says, 'by following an ethic of responsibility and somewhere he reaches the point where he says. He e I stand can do no other. That a comething genulnely human and moving. And every one of us who is not apid. tuelly dead must resize the poseibility of finding himself at some time in that position losofar as this is true, an othic of ultimate ends and an athic of reprons bility are not absolute contrasts but rather supplements which only in unison constitute a genume man-e man who can have the calling for politica.

in the modern world politics is mancopable as one of the arbitare of life But an open acciety-one which recognishly lives by the give and take of he gaining—can only survive by meinteining the dis-Rection, so firm in Roman law and Western tradition between the public and private and sharply defining the scope of each. The political world can only be sue tained by voluntary esecutations which freely provide the under pinnings of a common order the private sphere is the precious one in which the individual works out his own will and his own destiny

#### We must live by the give and take of bargaining



#### Electric Timex Watches run on their own energy, not yours.

You never have a wind them Saince with they run? In the you replace to And you lead set shock esistant \$39.95. The lady's Electric the On a revolutionary new idea. The energy cell for you ther year of carefree time. The man's East 1 struct its kind in the whole will disconvenient. This tiny be provided steady electric accuracy for the Commerce. It is writtened and simply beautiful \$50.00.





to be a refer to the form of a surface of the surface of the part of the surface of the surface









Care or remain. Instet Nurery 20 am Pame Marges 17 play the ear one I begin in Kern of Mar Mickeys Romes and John The I've or not rockly as mad work is a susweape for the kine of across of excess where Surveys seems to handle of the early Serveys made as a feet of an increasing the servey in the hand of a country we en Romes in taken a think the august fully is lead and help aim of line by early and in the Royal car visit a think two years and in the Royal car visit a think two years and in may have recently over released.

Acrobatics and dramatics as star-cross'd lovers





Backgr and charagraphed in Puerte Reco. where the wall to a cas, climate makes the world a cas, qual.

How to make 12 perfect Daiquiris in 3<u>0 seconds</u> flat with dry, light Puerto Rican rum District kea great parts drick They relight and a Andrea on the Ke them to the pitchertus an seconds A' you need the ght ram tem Pure R ound Prozer Fresh Danquer Mx The Prieste Rican expir gives se or Donquire carra ary ne s because it's distalled at high prior

The Danquiri Max is for peed I saves squeez ag

the lines are a pure line time heighters to true Da un Bay a

Just only a the mixing directions on the can of **Дацагт Мж** 

FREE to page a for booklet with 3 rum rectives. W ne tokan to Receie Booklet Rams of

Puert Rico, 666 F. b Avenue NY, NY 10019



Puerto Rican Rum Frozen Da-Que Mix

Perty Dardwirls

## Zippo solves 7 gift problems you haven't even thought of yet.



#### A Stormy Idol Catching Up to His Legend

bu CLIVE BARNES

The red-velvet curtains part diserectly, and the star-less and hungey look complete reaches his Covent Garden public. The performance is over, but the performonce has really only begon. In his carefully chorrographed curtun calls, the instructive arrogance blended with natural charm, the bille-boy-lost merging with the Tatar chief, in the moment of communication between humself and his audience, Nureyev satisfy ingly becomes his own legend

He stands there like a matador if only a ballet had ears he would be given them by his adoring public. He has not merely danced a bullet, he seems in have fulfiled some psychiation of his surdience, and this is the moment they all share. Rudulf Nurevey in dance, at least—is public ord. No. 1. And his charms, his triations, go beyond the dance world For many people who are not really interested in bailet, Nureyov is a symbol of the dance, a recogtween themselves and an art they would normally have disregarded.

There are certain artists who somehow become a symbol of their own world-Charlie Chaplin, Picarro, for example- and there people excite a public curiosity that goes way beyond that usually secorded someone in the sen. What is the secret of Nuceyev's appeal? He is a great male dancer, yes, but to find an even greater dancer you have to look no farther than across the Lancoln Canter plans to the New York State Theater, There, Nursyev's friend and rivel Erik Bruhn, the greatest male dancer of all, as dancing with the American Ballet Theatre, And indeed there are many other great male dancers, but greatsess in the self is not enough for public legends to feed upon. For this you need annae kind of extrasensory link with the mass audience and, at some stage in your career, a booster jet injection of extraneous notonety.

For Nureyev it was simply his lesp through the Ison Curtain e leap he took in Paris in June, 1961. Of course, he could have been a nine-day wonder Only a few years earlier, two Soviettrained Hungarian dancers had elepped under the Curtain, to be first feted and then forgotten. But

Nureyes was different Before his escape he had been the talking point of the first Western season the Kirov Bullet of Leningrad had given in Pana. He had the kind of stardom that notoriety might enhance but could never create

For a time he seaved in Paris but it was in London that he found hamself. He went there on Nov. 2, 1961, for one performance at a charity gala arranged by Margot Fortes a Harris to a retinant. become entangled Suresco e turned to partner Finte a marks Royal Ballet's Guelle on bit To 1952, and at the end of the just formance he knell down on one kere in a gesture of homage, took lier hand and knoed it. It was a gesture he has never to my knowl. sign repeat should gave with toone of the great partnerson,- in hallet hustory

Narevey has never been an easy man to work with. Legenda with temperament probably rarely are Once at a Royal gale be was dancing a solo specially made for him-His shoes troubled him, so he breked them off and finished barefoot. Probably no other dencer would have done quite that

He has been known to be burred to donductors, gluing at them malevolently during curtain calb. and his frankness regarding other dancers, and not merely behind their backs, is occasionally less than endearing. But the Nuroyes legend is also self-supporting and self-expanding, as indeed all good legend must be

In 1965 (wo prominen) падвине stories contained colored accounts of a fracto at a purty in Spoleto In one version Sureyer "threw his ware glass against the wall," in the other he "same hed his whisky glass on the floor." Nurever humself as vague about the meident, but a friend of muse who was those are "Rudi happened to drop has glass The point, of course, is that a legend can never be permitted merely to grob freeze

Through all the vagaries of his temperament runs the steel back hone of his professional discipline No one in Jance works harder. He has genus but he also has enough common sense to know that he cannot trade on it. He rehearses hours each day, he will argue over



#### Bless its pointed little head.

The point of our pointed head is simply this. It lets you put the glue where you want to glue. You'll find one on top of every bottle of Elmer's Glue-Ail America's layor te glue for wood, pottery, paper, and all porous mater als BORDEN



#### Easy laundry, with a heart guaranteed until 1977!

The hardest working, most expensive part of any home laundry is the automatic washer transmission. It actually does the wash! Easy's washer transmission is unbelievably strong. So strong, that only Easy guarantees every part of its transmission for 10 long years of use! The Easy clothes dryer is a toughee, too. So if you want the strongest written guarantee ever offered . . . plus life-bright porcelain finish . . . plus every laundering cycle you can use . . . the answer is Easy!



Golden Guaranteed Appliances

PORATION: GROOM AND BASY APPLIANCES, ENGINEERS, RICH

## Challenging him, others jump that little bit higher dancers respond

NUREYEV CONTINUED

lighting cues, he will dance when both feet are strapped up and his factors are advising caution.

In his early months in London he was the womeer buy the living darving. They be conquered New I sta just as easily But there was opposition to him. And ences a ensionally found him flashy, Ballets that had been carefully preserved a Britain for legades were cheerly is changed by Nureves was has seep brought up in Russia a bave no par iou ar regard for eqd trong schoreography in 6, selle ter evan de Aurevey interpolates alto the ast out a series of man brilliantly executed entrechots fitness straight up and spectacular I g beats) which co erge from the nigual thorograms and more emportung service roug the drama-Bur for Nursyes they in acamy will a cound of applause. With his fantashe talent, Nureyey has become a significant force in Western balles, not merely because he makes

teen agers and mate us abke gasp at the sheer wonder of him all, but because he has had a secous in fluence upopour present lance

Dance Instorians will have no difficulty in pinpointing the date when Sureves breame ransfermed from bastet's law genus to ballet's man of dest my li was on Nov. 27 1963 the day of the first pertising once at the Royal Opera House, Covent Garden, of the Kungdom of the Shades scene from it e live star be les La Bavadere The tradifferent che reographs was by the 19th Century cher-ographer Marous Petipa. But this reason had been directed to Number It was his first real orrector a lass goment and he not only presided the Resal Ballet with the right's horeography - this an adrest and bucky back real avedene but also a lette right style. He made these English kids dan e like Russians.

Immediately before that first might Nureres has said I feel like a conductor of front of an orchestra I is a great thrill to see dancers respond to you." It was a thrill that was to change his life. Mareyes has never been one to make clear his ambitions. He does things rather than talk about them, and a you question him arout his aims he usually emiles and locks as vague as a secretise wolf But from La Bayadère on, it was clear that Surevey was no longer just a dancer he had become also a derectur and choreograph or He produried usually with certain variations) the classics he had known in Russia. He went to Vienna in 1965 and mean ed the full length Swan Lake conceving the hero, Prince Siegli ed not as the conventional mesheval Sumant but as a 20th fee fory lover a read disprosessor by his city apprinent fast year will the theme of Tomoredi. he trust has hard at a complete paychologoral hader In her puliets he was unable to provide his remark. able intellectual images of a legion. sesses man was the lifelitons of imaginative biorcograp is but they were attempts at minoral in-

Mready Nureyev's impact on Western ballet has become after able. He has a knowledge of the style, manner and marter of boviet badet unique in the West, and as a result be has become a bridge between two artistic worlds. He also has provided a new element of competition in the West, a new incentive to lain era to jump that hade not higher

is mind has always been total ly open and he apparently absorbes like a sponge. He had not been in the West for more than a month before he was dress up at the peak of mod fashner a small point, but it from twengly who we has characterin process of marita ion This quarty of adjustation rus been critical whis artis growth He willingness to dark to modern works shows that he has gone a long way since it is legally in formed me in 1902 that 'I am a Romant dut er Yes Rampo, v. ares many honge more At present although he dances with other balfermas has lest my appears to be linked with Margor Funteen. But the partnership of new unity draw ing to a close, and no future for Numer, as become chorongrapaer a dan er, is open. With his surprising muxture of brilliance. sense and sensially to have the with it had to create dance history

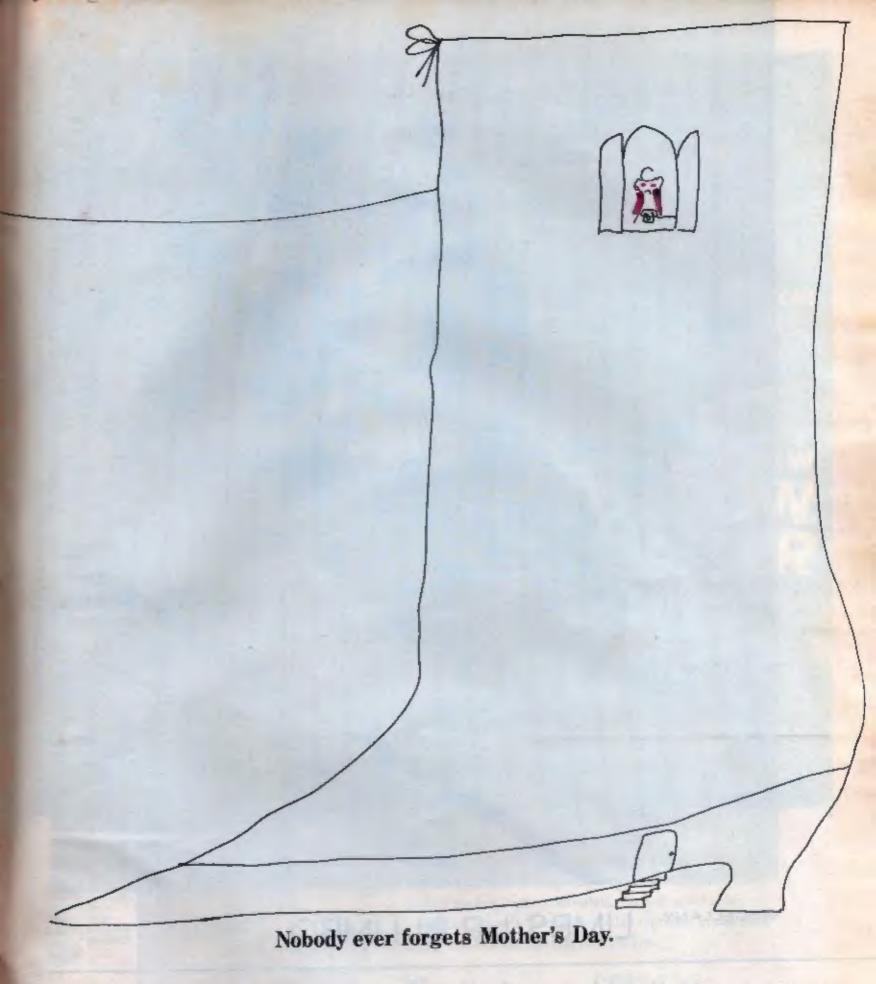


Every razar removes more than just you beard dres your face ever because no matter how carefully you shove or how good the razor is, it scrapes away skin and natural oils that keep your face comfortable. Then you splash on an after shave that you met the soother.

dr es your face even more. So every time you shave you make your face dry, mitated, and sore It's time you met the after shave that soothes protects, and helps heal. It's time you met the soother.

Mennen Afta...replaces oils shaving scrapes away.

What other otier shave can make that statemen?



This message is for mothers only.

If Mother's Day comes and goes, and you don't get that Long Distance call you're waiting for, this could be the reason:

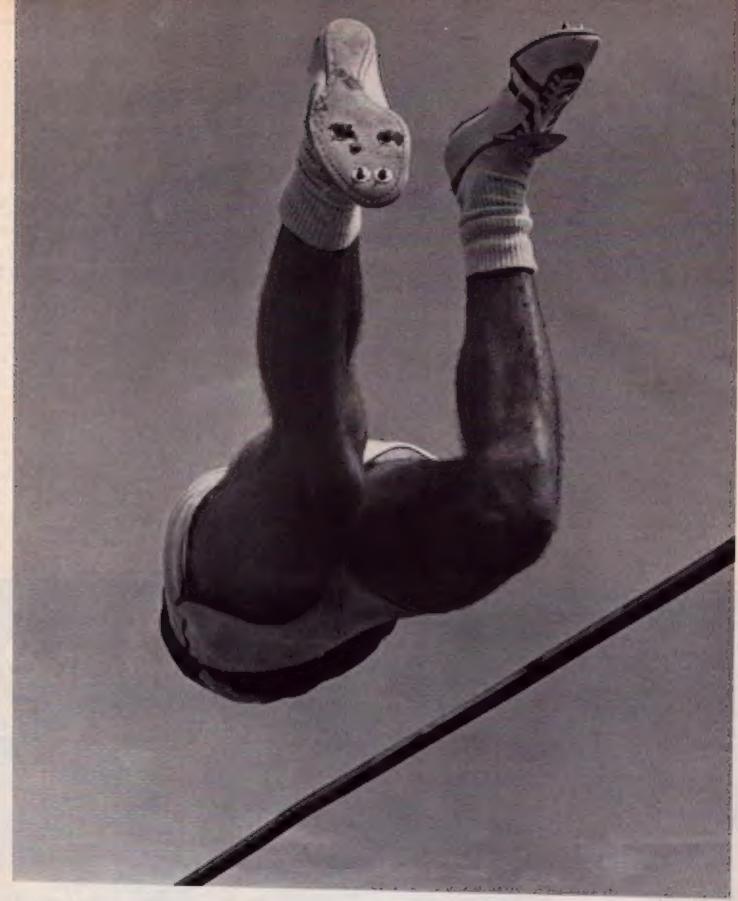
Mother's Day is the second busiest day of the year for Long Distance calling. As on Christmas, our circuits are just plain overloaded. Even so, twice as many interstate Long Distance calls go through as on any ordinary Sunday.

We put in extra circuits to help carry calls to Mother. Our operators, across the country (many of them also mothers), are at work carrying as much of the giant Mother's Day load as possible.

But sometimes the call you expect doesn't get through to you. And maybe it's dialed again, and still doesn't get through.

And if it's your call, we apologize. Some of our mothers know just how you feel.





### MISCELLANY / LIMBS UP IN LIMBO

From Florida comes the first unidentified flying object report of the spring. This one was sighted at a stadium in Clermont, near Gainesville, and the photograph you see was taken by a ground observer. Witnesses said the UFO bovered briefly over some kind of elongated rod, then plunged quickly downward. Its shape was unlike any UFO reported previously—blunt at one end, with

two prongs tilting outward from the other end. Witnesses also said that they noticed no lights nor any glow effect, as reported in earlier UFO sightings. The local weather bureau said there were no unusual cloud formations on that day, and nearby Air Force installations reported that no experimental craft were being tested. Everybody agreed that it definitely was not swamp gas.



# WHAT GIVES TAREYTON THE TASTE WORTH FIGHTING FOR?



The charcoal tip.
It actually improves the taste of Tareyton's fine tobacco. So join the Unswitchables.
Smoke Tareyton.

